



IT'S NOT TOO LATE TO PLAN YOUR CELEBRATION OF ENTREPRENEURSHIP WEEK USA

If you haven't yet planned a local event to celebrate the contributions of entrepreneurs and entrepreneurship education, it's never too late.



Uncertain about what to do? Events can be simple or extra-special; it's up to you. Let your imagination run wild.

And, if you need to jump start

your creativity, there are a wealth of ideas listed on pages 2 and 3

Nebraska has been at the forefront of Entrepreneurship Week thanks to the efforts of Congressman Tom Osborne in co-sponsoring the House Resolution that created this first annual celebration. And, the Association for Career and Technical Education of Nebraska (ACTEN) continued that leadership by submitting a resolution encouraging all career and technical educators to include Entrepreneurship Week USA planning as they celebrate Career and Technical Education Month in February.

For resources and ideas, go to:

- Nebraska Entrepreneurship Education website: www.nde.state.ne.us/entreped
- Consortium for Entrepreneurship Education website: www.entre-ed.org

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We're on the web!

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

ACTE DELEGATES PASS ENTREPRENEURSHIP WEEK RESOLUTION

The Association for Career and Technical Education of Nebraska (ACTEN) Board of Directors considered a resolution submitted by Gregg Christensen, President of the Consortium for Entrepreneurship Education "to encourage entrepreneurship throughout America" on behalf of the Consortium at their November 2006 meeting. The ACTEN Board was asked to submit the resolution to the national Association for Career and Technical Education (ACTE) Resolutions Committee. The Board agreed and at the ACTE national convention in Atlanta the

Resolutions Committee passed clarifying language amendments, referring it to the national Assembly of Delegates for their consideration. The delegates voted to adopt the resolution on December 2, 2006. The resolution reads:

Entrepreneurship is vital to the inventiveness and innovation of the economy of the United States of America

WHEREAS: Encouraging people to be excited about entrepreneurship, and

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EDUCATION-FOCUSED ENTREPRENEURSHIP WEEK USA EVENT IDEAS

Community Outreach Activities



E-Power Lunch - Invite an entrepreneur to come into the school or community college to share his/her entrepreneurial story and have lunch with a group of students who have interest in becoming entrepreneurs. Focus on specific careers and/or career pathways if desired so that a different focus is offered on different days.

Franchising - Franchises offer ready-made packages for the aspiring entrepreneur. These companies all have one thing in common: successful branding techniques. Invite experts from local franchises to discuss branding and techniques that can lead a successful advance in the market.

Local Entrepreneur Hall of Fame - Assign students the challenge of exploring the history of prominent local business owners and businesses. Students then select one of these entrepreneurs to present in a creative and innovative format.

Lunch with a Mentor - Sometimes all future entrepreneurs need a mentor and a nudge in the correct direction. Organize a luncheon with future entrepreneurs and entrepreneurial leaders in the community.

Shadow an Entrepreneur - Have students seek out local entrepreneurs and ask to observe them as they go about their business for the day. Ask the entrepreneur to share his/her insights on what it takes to become an entrepreneur.

Share the E-Idea! - In this activity, high school students prepare a presentation on the opportunities of entrepreneurship to be given to elementary/middle school classes such 4th, 6th, or 8th graders. At a later date, the high school students return to hold an entrepreneurship game show with these students to demonstrate the excitement of entrepreneurship and to be sure they understand the message from the first day. For the 8th grade students, focus on recruiting students to high school programs that teach entrepreneurship.

School-Focused Activities

Advertising Competition - Organize a competition, giving students the opportunity to produce a new and intriguing product that they will market to a specific audience. Participants will be judged on the creativity, functionality, suitability, presentation, and budgeting of their advertisement. This competition is meant to foster innovation and creative marketing strategies.

Art is Enterprising - Entrepreneurship is not just about the world of business and stocks, but also encompasses fields such as arts and crafts. Activity workshops hosted by community artists and entrepreneurs may be set up in different localities. Arts and crafts are an excellent way to hold the interest of young audiences while also enabling them to explore their creative side.

Free Think Friday - Organize a session in which students brainstorm possible entrepreneurship and business ventures. By the end of the session have students create a business plan and organize a way to feasibly enact the plan with their resources. Challenge students to make it happen.

From Dream to Reality - Plan a time for Career Education teachers to meet jointly to develop student learning strategies and lesson plans that capitalize on EntrepreneurshipWeek USA. Draw from the National Performance Indicators identified by entrepreneurs. (See National Content Standards at http://www.entre-ed.org/Standards_Toolkit/). Plans submitted to The Consortium for Entrepreneurship Education may be posted on the website to offer ideas to other teachers as they organize to optimize opportunities for their students.

Hot Young Entrepreneurs - Invite students who are currently operating businesses to present the story of their businesses to other students and parents. Media releases of these student businesses may be shared in order to allow community stakeholders to see the economic contributions of young students. Sharing the students' stories helps others understand the contributions that education made to their successful operations. Media visibility will also bring other opportunities for these young entrepreneurs.



EDUCATION-FOCUSED ENTREPRENEURSHIP WEEK USA EVENT IDEAS

School-Focused Activities



Global Entrepreneurship - Students in language classes need to learn the language of business and practice it with native speakers from other countries. In the process they speak in the language, learn how

business is conducted in the other country, and obtain help in planning a business-based presentation for their class. Students should include use of the country's money and foreign exchange, traditional business practices that are different from the US, and ideas for products and services that could be created using this country's culture.

Marketing Yourself as an Entrepreneur - Gaining a competitive edge in today's markets can make or break an aspiring entrepreneur. Bring together a panel of local entrepreneurs, business consultants, and marketing professionals to provide helpful hints about establishing your personal image in the world of business. Have the panel focus on personal development strategies including dress, speech, manners, and business protocol.

"Opportunity City" Challenge - Host a competition to see who can get the highest score on the online game – Hot Shot Business (www.hotshotbusiness.com). Teach young entrepreneurs the basics of business by introducing them to this game that makes solving small business challenges fun.

"Our School USA" Hall of Fame - Hold an assembly to recognize 3-5 local entrepreneurs, particularly graduates of that school or major sponsors that have contributed to the strength of the local economy. Ask them to speak to the students about the opportunities in the local community to build their own business. Use a wall in the school entry area to recognize these entrepreneurs. Add to this over the years.

Out with the Old in with the New - The opportunity of a lifetime! Have students imagine a powerful company has given them the chance to be the brains behind their next big idea. Challenge them to come up with the next hottest selling item and market it to the top management.

School-Focused Activities

Poetry Slam - Organize a poetry slam for students to express what entrepreneurship means to them and honoring entrepreneurs from their area or around the world. This event can be part of a larger event or arranged by schools, many of which already have similar events. Not only is a poetry slam another way to celebrate entrepreneurship, it also demonstrates that people with all interests – poetry, film, art, business, technology – can be entrepreneurs. Local entrepreneurs or poets can judge the contest.

Sales Pitch - One of the most successful ways to find financing for a business is by having a great sales pitch. Host a competition between student teams based on making the most persuasive sales pitch. Students should be able to demonstrate that they know their target audience, that their product fulfills a need, and that their product will improve society.

School Business Venture Competition - Divide a class into several teams that compete together in formulating a money-making business venture. Each team will be expected to select a product (as well as manage the finances, look for investors, conduct market research, etc) and the team that is able to make the most money in a week from product revenue wins the competition.

Science Outside the Box - Encourage students to think about science principles as a means to create new products that solve consumer problems. Consider having students think outside the box as they imagine their ideas on the market in the years to come. Their creative ideas could then be shared on the school's science website or in the Science Olympiad.

Students Teaching Students - Have students enrolled in entrepreneurship programs organize discussion panels for current young entrepreneurs to converse with future young entrepreneurs about their successes and failures. These discussions should also provide potential entrepreneurs the opportunity to exchange ideas and receive feedback and advice from entrepreneurs with experience.



SOCIAL ENTREPRENEURSHIP RECOGNIZED

A social entrepreneur is someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas business entrepreneurs typically measure performance in profit and return, social entrepreneurs assess their success in terms of the impact they have on society and often work through nonprofits and citizen groups.

The terms social entrepreneur and social entrepreneurship were first used in the literature on social change in the 1960s and 1970s. It came into widespread use in the 1980s and 1990s. One well known contemporary social entrepreneur is Muhammad Yunus, founder and manager of Grameen Bank and its growing family of social venture businesses, who was awarded a Nobel Peace Prize in 2006.



Grameen Bank offers micro-loans in developing countries to allow small enterprises to flourish and lift people out of the grips of poverty. The bank reversed conventional banking practice by removing the need for collateral and created a banking system

based on mutual trust, accountability, participation and creativity. GB provides credit to the poorest of the poor in rural Bangladesh, without any collateral.

Sources: Wikipedia (www.wikipedia.com) and Grameen Bank (www.grameen-info.org/bank)

CABELA'S CELEBRATES 45TH ANNIVERSARY WITH THIRD NEBRASKA DESTINATION SUPERSTORE

Cabela's, known as the World's Foremost Outfitter of hunting, fishing and outdoor gear, has opened its newest destination retail store in LaVista, Neb., just south of Omaha. The LaVista store is Cabela's third location in its home state.



Up to 1.5 million people are expected to visit the LaVista store annually, making it one of the largest tourist attractions in the state. The 128,000-sq. ft., large format superstore will be located on a portion of a 137-acre mixed use development located along Interstate 80 at the Harrison Street interchanges.

In addition to the Cabela's retail store, the development also will feature an 80,000-sq.ft. convention center, hotels, restaurants and additional retail shopping. Store manager Tim Lueck will hire up to 300 employees to carry on the company's tradition of excellent customer service. Cabela's employees, most of whom are expected to come from LaVista, Omaha and the surrounding area, are famous for living the outdoor lifestyle and having intimate knowledge of outdoor products.

Cabela's is one of the largest companies in Nebraska, employing more than 4,000 in the state. In addition to its retail stores in Kearney, Sidney and LaVista, the company has operations in Oshkosh, Grand Island and Lincoln, Neb., and the Cabela's corporate headquarters are in Sidney, Nebraska.

Cabela's is a true Nebraska entrepreneurial success story. From a kitchen-table based mail order business, it has expanded to become one of the premier retailers of outdoor gear. All one needs to do to see the vision and entrepreneurial spirit of its founders is visit one of its awe-inspiring retail locations. There's nothing else quite like them.

NEBRASKA
possibilities...endlessSM

Source: Nebraska Development News (2006, Issue 06), a publication of the Nebraska Department of Economic Development, www.neded.org.

TREND ANALYSTS POINT TO HOT NEW ENTREPRENEURIAL OPPORTUNITIES

The January 2007 issue of Fast Company spotlighted ten of the “hottest” jobs based on trend experts that were consulted by author Kathryn Tuggle. The article drove home the point that “Our readers don't wait for the Department of Labor to tell them what fields are hot -- they start their own trends, and develop their own businesses and jobs.”

The sources consulted for the hot jobs trends included *Trends Journal*, TrendsResearch.com, and Monster.com. The common threads running through all the jobs are creativity, determination, and innovation.

Experience Designer: Create the “essence and aura” of retail stores. It's more than just putting up displays; it's immersing the customer in a unique experience and atmosphere that will draw them back time and time again. Examples include cell phone boutiques, the American Girl doll stores, and Starbucks.



Web Designer: Monster.com reported a 26 percent growth rate in this field in 2006, and sees only more growth in the future. Businesses live or die by the web now, and talented web designers

can fuel dynamic growth.

Viral Marketers and Media Promoters:

Viral marketers build an audience through innovative methods such as My Space's Lonelygirl15, the Blair Witch Project, and other “contagious” message delivery using the Internet.

Talent Agents:

Hey, American Idol and reality TV can't make everyone famous, so there is opportunity for talent agents. Talents agents' own talents usually include strong organizational skills, a creative mind, and willingness to do mundane tasks such as getting stars favorite snacks and lattes.



Art Directors: These jobs involve all the work involved to create theater and movie sets. Paint, lighting, artwork, cameras are the tools of the trade. Artists gravitate to these jobs.

News Analysts, Reporters, and Bloggers: Writers can use their literary talents as free-lance writers and bloggers.

Source: 10 Hot Jobs for 2007, Kathryn Tuggle, FastCompany.com, January 2007.

22ND ANNUAL RETURNS TO LINCOLN conference for free enterprise

The University of Nebraska-Lincoln, College of Business Administration and The Nebraska Center for Entrepreneurship are pleased to announce the 22nd Annual Heartland Conference for Free Enterprise, Thursday, March 29, 2007 at the 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. The conference will have two specific track for participants.

Small Business Growth "Good to Great" Track

Intended for small business owners who want to move their businesses to the next level and beyond. This track will focus on strategic planning, creating more new customers, recruiting and retaining great talent, and integrating eCommerce into the business plan.

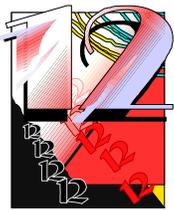
New Venture Creation "Plan to Profitability" Track

Structured for entrepreneurs who want to create or refine a new venture plan. Participants will be encouraged to bring their draft plans with them. They will receive guidance on identifying and qualifying their product service or business concept, validating prospects and market potential, putting together the organization and systems for success, pro forma financials and financing.

GALLUP PUBLISHES LONG-AWAITED FOLLOW-UP TO BESTSELLING MANAGEMENT BOOK

12: The Elements of Great Managing, the newest book based on Gallup research, builds on concepts that were introduced in the widely acclaimed *First, Break All the Rules*

More than a decade ago, The Gallup Organization combed through its database of more than a million people to figure out what the world's best managers did differently. What emerged was *First, Break All the Rules*, a *New York Times* bestseller with a million copies in print. The book, which challenged prevailing business wisdom, first identified the 12 Elements that all great managers share.



Now, Gallup brings readers the long-awaited follow up -- *12: The Elements of Great Managing* by Rodd Wagner, a principal at Gallup, and James K. Harter, Ph.D., chief scientist for Gallup's international workplace management practice. *12* paints a

compelling and vivid portrait of real-life managers as they harness employee engagement to save a failing call center, turn around a hotel's finances, improve care at a hospital for sick kids, build a better car, and maintain a factory's production while battling power outages. The book also addresses what the authors call "an element unto itself" -- the problem of pay, which explains why higher salaries don't always mean better work.

The new book draws on the famed Gallup data bank, which has grown tenfold since the publication of *First, Break All the Rules*. Along with the data, Wagner and Harter use the latest insights from brain-imaging studies, genetics, psychology, behavioral economics, and other scientific disciplines to reveal what drives good managers. They also packed their bags and hit the road, traveling from a fiberglass factory in Brazil to a sporting goods store in West Virginia; from an automotive design facility in India to a hotel in Dallas; from a paper making plant in Poland to an international grocery distributor in Brussels. The stories they tell of the problems, pain, struggles, and ultimate triumphs of everyday managers around the globe will forever change the way you think about work.

"Ultimately," say Wagner and Harter, "what emerged are the 12 elements of work life that define the unwritten social contract between employee and employer. Through their answers to the dozen most important questions and their daily actions that affected performance, the workers were saying, 'If you do these things for us, we will do what the company needs of us.'"

Source: <http://gmj.gallup.com>, November, 2006.

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

THE GOOGLE STORY—FROM NOUN TO VERB

Once every so often, a business becomes such a social phenomenon that its name transforms from a noun to a verb. Just such a phenomenon is the search engine, Google. An intriguing new book traces the journey that Google has been on, from its origins to its current and future plans.

The Google Story, Inside the Hottest Business, Media and Technology Success of Our Time by David Vice and Mark Malseed, published by Delta in August 2006 is a behind-the-scenes look at history in the making.

An excerpt from Amazon.com shares the following: "The strength of the book comes from its command of many small details, and its focus on the human side of

the Google story, as opposed to the merely academic one. Those wanting to understand the motivations and personal growth of founders Larry Page and Sergey Brin and CEO Eric Schmidt...will enjoy this book. Vice and Malseed interviewed over 150 people, including numerous Google employees, Wall Street analysts, Stanford professors, venture capitalists, even Larry Page's Cub Scout leader, and their comprehensiveness shows."



Targeted Teaching Topic



DOING WELL WHILE DOING GOOD

Social entrepreneurship, which has been gaining ever-increasing prominence in the business world for over two decades, was in the spotlight in 2006. That was when the Norwegian Nobel Committee awarded Bangladesh's Muhammad Yunus and the bank he founded, Grameen Bank, the Nobel Peace Prize.



Grameen Bank was the pioneer institution to provide microcredit in developing nations. Microcredit is the practice of providing millions of dollars in very small loans to poor people who have no collateral. On its Web site, the Norwegian Nobel Committee said it awarded the prize to Yunus and the Grameen Bank "for their efforts to create economic and social benefit from below. "

The story of the origin of Professor Yunus's business model is the stuff of legends. In 1976, when he was a young economics professor at Chittagong University in Bangladesh in 1976, Yunus reached into his own pocket to give a group of poor craftsmen a loan of \$27. He also volunteered to be the guarantor on a larger traditional loan at a bank that sparked the concept of the Grameen Project. The concept was simple, but revolutionary...give impoverished people the chance to use their talents and skills to create small businesses.



His ideas couple capitalism with social responsibility and have changed the face of rural economic and social development forever.—Grameen Bank

Professor Yunus exemplifies the very essence of a social entrepreneur. Wikipedia defines this type of entrepreneur as "someone who recognizes a social problem and uses entrepreneurial principles to organize, create, and manage a venture to make social change. Whereas business entrepreneurs typically measure performance in profit and return, social entrepreneurs assess their success in terms of the impact they have on society and often work through nonprofits and citizen groups."

From his initial \$27 investment, Yunus and Bangladesh's Grameen Bank have become the leading advocate of breaking the chains of poverty, loaning over \$5.1 billion to 5.3 million people. Business Week, in an article paying tribute to Yunus states, "The bank is built on Yunus' conviction that poor people can be both reliable borrowers and avid entrepreneurs. It even includes a project called Struggling Members Program that serves 55,000 beggars. Under Yunus, Grameen has spread the idea of microcredit throughout Bangladesh, Southern Asia, and the rest of the developing world."



After the scandals of the late 90s in America that made poster children (think wanted posters!) of corporate executives whose greed ran amok, social capitalism is refreshing to say the least. Entrepreneurship is about risk-taking, but it certainly doesn't need to be about greed. The **TRUE** entrepreneur seeks to better his or her life and the lives of those in their community and the extended community of the world.

ACTE ENTREPRENEURSHIP WEEK USA RESOLUTION

(Continued from page 1)

providing instruction to expand the knowledge, skills, and attitudes of America's youth and adults to be successful entrepreneurs are crucial to the long-term growth of communities, through inventiveness and innovation, throughout the nation; and

WHEREAS: Career and technical education has taken the lead for the past 25 years to ensure that entrepreneurship is taught in the educational system of America. Career and Technical Student Organizations offer an array of programs, activities, and competitive events focused on developing students' entrepreneurial skills; and

WHEREAS: Career and technical education leaders came together to create the national Consortium for Entrepreneurship Education in 1982 to provide leadership for a life-long model for entrepreneurship; and

WHEREAS: Organizations throughout the United States are actively engaged in enhancing entrepreneurial opportunities through collaboration and cooperation; and

WHEREAS: The Partnership for 21st Century Skills identified entrepreneurial literacy skills as one of the content areas critical to success in communities and workplaces; and

WHEREAS: The United States House of Representatives resolved to recognize the first annual National Entrepreneurship Week commencing on February 24, 2007; and thus provides an opportunity to celebrate contributions of entrepreneurs to America and to focus on the innovative ways in which entrepreneurship education can bring together core academic, technical, and problem solving skills.

NOW, THEREFORE
BE IT RESOLVED

THAT: All CTE educators call on President George W. Bush to declare the week of February 24, 2007 – March 3, 2007 in support of House Resolution #699 as Entrepreneurship Week USA in order to encourage the celebration of the contributions of entrepreneurs to the success of America.

Source: *The Communiqué*, ACTE of Nebraska Newsletter, Winter 2007, page 2.

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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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