



ANNOUNCING FIRST ANNUAL INNOVATION FORUM—MARCH 30

Nebraska's policymakers, business leaders, and higher education leaders are invited to learn about economic development activities in other states, consider opportunities for Nebraska, and create new partnerships for greater economic prosperity in our state at the first annual Innovation Forum on March 30, 2006 at the Cornhusker Marriott Hotel in Lincoln.

Innovation Forum Speakers

- **James B. Milliken**, President, University of Nebraska
- **Dan Berglund**, President and CEO,

State Science and Technology Institute

- **Martha Connolly**, Director, Maryland Industrial Partnerships, University of Maryland
- **Tom Walker**, COO and Executive Vice President, Oklahoma Technology Commercialization Center
- **Nebraska Higher Education Panel Discussion**
- **Jim McClurg**, Chair, Board of Regents, University of Nebraska; Chair, Board of Directors, BioNebraska Life Sciences Association

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SIMS TACKLES ENTREPRENEURSHIP

Electronic Arts will release a business-centric add-on for SIMS 2 this month. The highly popular PC game allows players to control the lives of ordinary people.

In the March 2006 issue of Inc. magazine, Tim LeTourneau, the game's senior producer stated, "For a long time, players have told us they want to see what Sims do when they go to work."

SIMS chose to interpret work as starting a company because it fit with the game's strategy of letting players create and manage complex "micro-universes".



Open for Business

The add-on entitled *Open for Business* will retail for \$35. Reflective of the game's basis in reality, gamers can direct SIMS entrepreneurs to move into commercial space or launch a business from their homes. Options include a restaurant, bakery, car dealership, hair salon, art gallery and more.

Simulation Features

A neat feature of the game will be a financial dashboard that calculates revenue, expenses, and profitability in real time.

Players will be able to design a store, stock inventory, set prices, manage employees, and set company policy.

Sim businesses are not levied income, corporate or sales taxes (ok...so it's not totally real).

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We're on the web!

www.nde.state.ne.us/entped/

FIRST ANNUAL INNOVATION FORUM—MARCH 30

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- **Joe Panetta**, President and CEO of BIOCOM
- **Carolyn Lee**, Director of Research, Global CONNECT
- **Charles Mathews**, Past President, San Diego Tech Coast Angels; Member, Board of Governors, Tech Coast Angel Network
- **Pete Kotsiopoulos**, Vice President for University Affairs, University of Nebraska

Register at <http://epscor.unl.edu/events/InnovationForum.shtml> by **March 22, 2006**.

You are also invited to attend the **Nebraska Research Expo** at the Cornhusker Marriott on **March 29, 2006**. Information about registration for both events is available at <http://epscor.unl.edu>.

Sponsors include:

- ◆ Bio Nebraska Life Sciences Association
- ◆ Nebraska Department of Economic Development
- ◆ Greater Omaha Chamber of Commerce
- ◆ Lincoln Chamber of Commerce
- ◆ Nebraska Economic Development Association
- ◆ Midlands Venture Forum Association
- ◆ Nebraska Chamber of Nebraska
- ◆ EPSCoR
- ◆ Commerce and Industry
- ◆ University of Nebraska

If you have questions contact :
Nebraska EPSCoR at 402-472-8946 or epscor@unl.edu.



SUMMER INTERNSHIPS FOR OMAHA AREA TEACHERS

Pondering the Important Questions of Life

Have you ever heard from your students, "Why do I have to learn this stuff?"

If so...here's a chance to get real-world answers to these very practical questions.

Sponsored Teacher Internships

Metropolitan Community College is once again sponsoring teacher internships for middle and high school educators. Internships provide training that teachers cannot get from a book, allowing businesses to share their expertise about what employers expect from employees. Interns will be assigned to businesses that correlate with the career field in which they teach. Businesses that may be interested in hosting a teacher intern are encouraged to contact Mike Vaughn at 402.457.2599 or mvaughn@mccneb.edu.

How it Works

Teacher interns will be paired with a business or industry leader in the Omaha metropolitan area during the weeks of June 19-23 or 26-30. In addition to receiving invaluable experience, teachers will also be paid a \$600 stipend upon completion of the internship, which includes development of a one-day lesson plan that can be integrated into next year's curriculum .

A Win-Win for Everyone

Tech Prep coordinates this internship opportunity for teachers/counselors/administrators to enhance the classroom experience for students in the public schools in and around the Omaha metropolitan community, while creating partnerships between school and business.

Teachers will:

- Spend 40 hours in a business related to their field of instruction.
- Complete a journal and lesson plan based on the 7 Work Place Competencies, Howard Gardner's 8 Learning Styles, and evaluating students using Bloom's Taxonomy.
- Create informal partnerships with business for future work-based learning opportunities for students.
- Create linkages from coursework in the classroom to applied "real" work environments.
- Integrate as much as possible into the business or industry.

A detailed list of what is expected of participants and applications can be obtained through the [MCC Tech Prep webpage](http://www.mccneb.edu/techprep/webpage) at <http://www.mccneb.edu/techprep/brochure.asp>. Applications are due March 31.

Please contact Erika Volker at 402.457.2243 or evolker@mccneb.edu if you have additional questions.

THE POPULATION HOURGLASS—SCENES FROM THE FUTURE

Demographics

For any entrepreneur, understanding demographics and looking to the future are absolutely crucial for long-term success. The age, prosperity, politics, and culture of a community, state, region, country or the world as a whole are key determinants of what products and services will be viable.

According to *Fast Company* magazine (March 2006), “The United States of 2016 will find itself in the throes of demographic shifts that will upend our political, economic, and technological priorities and redefine our markets. From our age distribution to the color of our skin, we will look dramatically different.

What the Future Holds

The magazine asks the reader to consider a simple demographic tool: the “population pyramid.” The pyramid imagines that we take all of the people in a given population and stack them up by age, putting the youngest at the bottom and the oldest at the top.

In most stable, peacetime societies, the resulting figure should look like a pyramid, with the older people at the very tip of the pyramid. But, in the United States, the pyramid analogy doesn’t hold true as you look at the future. In fact, it looks more like (as *Fast Company* puts it) “an overweight contestant on *The Biggest Loser*, with the giant baby boom billowing out from its midsection.”

From Flabby to an Hourglass Figure

Tracking the birth and mortality rates and extrapolating into the future, the U.S. is headed for a population hourglass, not a pyramid. The cause is the much-researched, maligned by the younger set, baby boom generation. The huge baby boom generation will swell the figure at the top, the smaller Generation X slims down the middle, then the mini-boom of the Millennials swells out the bottom of the hourglass.



Impacts for the Entrepreneur to Consider

The “Older Consumer”

The baby-boomers are refusing to sit in a rocking chair, become couch potatoes watching TV, or gather to play cards. Baby boomers want **ENTERTAINMENT!** That means new markets will be out there for the film, television, book, and Internet industries. It also means that outdoor activities will still play a key part of the lives of boomers. From hang-gliding, to skiing, to parachuting, these are not your typical retirees.

To quote *Fast Company* once again, “Boomers now represent a U.S. market of some 36 million, or about 12% of the population, and as they move up the pyramid, the number of seniors is going to rise dramatically. By 2011, the 65-and-over population will be growing faster than the population as a whole in each of the 50 states. The Boomer Binge will have begun.”

The Gen-Xers and Millennials

The good news for Gen-Xers is that there could be a huge job boom for them as the baby boomers “retire.” The bad news is that boomers may refuse to retire and create a new type of glass ceiling that prevents the Xers from moving up the career ladder. Adding to the angst for Xers is the fact that millennials will be entering the workforce soon, with great technology skills, superb networking skills, and lofty expectations for what the world “owes them.”

The Ethnic Mix-Opportunity for Entrepreneurs

With higher birth rates among minorities and increasing immigration from Latin America and Asia, the United States will become even more diverse, with minorities making up one-third of the population by 2016. With that diversity will come new tastes in products and services. And, the population is shifting south and west to the big 3 states, California, Texas and Florida. By 2016, **where** you compete may be as important as **how** you compete and what you have to offer the consumer.

For fascinating information, charts and graphs, check out “Demographics-The Population Hourglass” by Andrew Zolli, *Fast Company* magazine, March 2006, pages 57-63.

THE POWER OF SELF-EMPLOYED WOMEN

Self-employed women are becoming a growing economic force, according to a new study from the Center for Women's Business Research.



The report, *Women-Owned Firms Doing Business Without Employees: A Growing Economic Force*, describes the huge increase in the number of non-employer firms owned by women. Their numbers jumped 18% between 1997 and 2004, twice the overall

national growth rate of 9%.

There's not a lot of differences between non-employer

firms owned by men or women, but, surprisingly, the fastest growth rates among women-owned ventures comes in fields traditionally dominated by men—agricultural services, construction, and transportation. The other good news for these women-owned firms is that revenues are growing. Between 1997 and 2004, their revenues grew by 66%—compared to 42% for all such ventures.

To access the 2006 Center for *Women's Business Research* report, *Women-Owned Firms Doing Business Without Employees: A Growing Economic Force*, visit <http://www.womensbusinessresearch.org/mediacenter/2-2-2006.htm>. The study was sponsored by Wells-Fargo & Company.

NEW WEBSITE FOR WOMEN ENTREPRENEURS

The US Small Business Administration has recently unveiled a new website designed to support women entrepreneurs. My BIZ for Women can be found at <http://www.sba.gov/women/>. It includes lots of resources for women business owners, including listings of government programs, a calendar of events, and guest columns from fellow entrepreneurs, plus issues of interest to women business owners.



Powerful Resources:
A wealth of information at your fingertips to guide and inspire you to small business success.

Powerful Resources

The website has a special section featuring links to other sites of potential interest to the female entrepreneur. Currently listed are:

- ♦ Women-21.gov
- ♦ Womenbiz.gov
- ♦ [Business Gateway](#)
- ♦ [National Women's Business Council](#)
- ♦ [Online Women's Business Center](#)
- ♦ [Free SBA Online Classes](#)
- ♦ [SCORE](#)
- ♦ [Small Business Development Centers](#)
- ♦ [Contract Assistance for Women Business Owners](#)
- ♦ [Women's Business Centers](#)

Free Newsletter

You can also subscribe to a free newsletter about women, their businesses, and their communities. *Women's Perspectives*. To subscribe to this and other SBA newsletters, visit <http://web.sba.gov/list/> and simply check the newsletters you would like to receive. The free SBA newsletters offer a wide variety of information and business opportunities for small businesses. Subscribe to one or many and receive e-mail notification as soon as items are published. **It's easy!**

ENTREPRENEURSHIP EDUCATION—A KEY COMPONENT OF CSO COMPETITIVE EVENTS

Nurturing Entrepreneurship

Entrepreneurship is alive and well in all of the Nebraska and national Career Student Organizations (CSOs). With all of the Nebraska's CSO state conferences and conventions happening within the next four weeks, it's a good time to remind everyone about how much at the forefront the CSOs and career education programs statewide have been in the growth and nurturing of entrepreneurship education.

Rigor, Relevance, and Relationships

As you view the array of events offered, think beyond just the competitive event programs, too. All of the CSOs are linked directly to classes offered within Nebraska's middle and high schools. They reinforce and add rigor and relevance to what the students are learning, and add real-world perspectives to the students. The result is students who have a better perspective of what entrepreneurship has to offer as a potential career pathway. It also allows them to be creative, solve problems that any entrepreneur may face, and connect with mentors in their local communities.

DECA Business Management and Entrepreneurship Events



E-Commerce Business Plan Event

Designing and conducting a marketing research study to identify the potential for e-commerce, preparing a written proposal based on that research, and requesting financing for the proposal with a bank or venture capital official(s). The plan can be to start an e-commerce business or enhance a component of an existing e-commerce business.

Entrepreneurship Participating Event (Organizing an Independent or Franchising Business)

Developing and presenting a 9-page proposal to form a business. Proposal is defended before a panel of business and industry professionals.

Entrepreneurship Promotion Project

Planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. The project consists of both a written document and oral presentations by chapter representatives.

Entrepreneurship Written Event

Developing a 30-page proposal to start a new business, a self-analysis, an analysis of the business situation, a description of the way the business will operate, and detailed plans for financing the business through its first three years of operation. Any type of business may be used. Proposal must be presented and defended before a panel of business and industry professionals.

International Business Plan Event

Applying marketing skills by preparing a written proposal for a new business in an international setting. Proposal must be presented and defended before a panel of business and industry professionals familiar with international marketing.

FBLA Entrepreneurship Events



Business Plan

Recognizes FBLA members that demonstrate an understanding and mastery of the process required in developing and implementing a new business venture. Students develop a 30-page business plan to develop and implement a new business venture. Proposals must describe *proposed* business ventures that are currently viable and realistic.

Entrepreneurship

Three-member teams of competitors must (1) complete an objective test covering entrepreneurial topics and (2) review and present proposed solutions to a decision-making case study of a problem encountered by entrepreneurs. Each member of the team must prepare and present their team's solution to the problem to a panel of business professionals. The written objective test includes questions on business plans, community/business relations, legal issues, initial capital and credit,

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NEBRASKA CSO ENTREPRENEURSHIP EVENTS

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personnel management, financial management, marketing management, taxes and government regulations.

FCCLA Entrepreneurship Event

Entrepreneurship STAR Event



An individual or team event that recognizes participants who develop a plan for a small business using family and consumer sciences skills and sound business practices. Participants are evaluated on their portfolio, business plan, and an oral presentation and are not required to have implemented the plan.

FFA Entrepreneurship Event

Agri-Entrepreneurship Student Awards

Recognize FFA members who have recognized a market opportunity that was overlooked by others and conceived a plan to pursue that opportunity. Participants must successfully **plan and/or start** agri-enterprises (any business in the agricultural industry which includes production agriculture, food, fiber, the environment and natural resources).



SkillsUSA Entrepreneurship Events

Entrepreneurship (Secondary and College/ Postsecondary Level Events)

Entrepreneurship teams are tested on their knowledge of starting their own businesses. Contestants develop business plans that identify needed products or services in a local market. Emphasis is placed on financial planning and practicality of product/service. Teams give oral presentations based upon their written plans and must successfully answer questions by a team of judges in response to a typical problem encountered by entrepreneurs during their first year of business.



Nebraska CSO State Conference Dates

March 16-18	DECA State Career Development Conference Lincoln, Nebraska
March 23-25	SkillsUSA State Convention Columbus, Nebraska
April 5-7	FFA State Convention Lincoln, Nebraska
April 6-8	FBLA State Leadership Conference Omaha, Nebraska
April 10-11	FCCLA State Leadership Conference Lincoln, Nebraska

GETTING INVOLVED WITH A NEBRASKA CSO

Nebraska's Career Student Organizations are a vital link from the school to the business community. And, their programs of activities extend beyond entrepreneurship to a dizzying array of projects and competitive events that build the skills, attitudes and knowledge needed for success, no matter what career pathway the student may choose.

They also offer great opportunities for community members and businesspeople to serve as mentors, to judge competitive events, and to share expertise in the classroom. Check out these websites for more info...

Nebraska DECA—www.nedeca.org

Nebraska FBLA—www.nebraskafbla.org/

Nebraska FCCLA—<http://www.nebraskafccla.org>

Nebraska FFA—www.neaged.org/FFA

Nebraska HOSA—
www.hosa.org/state/ne.html

Nebraska SkillsUSA—www.skillsusanebraska.org

Targeted Teaching Topic

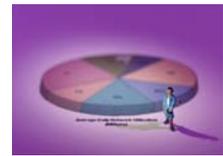


HUMAN RESOURCE MANAGEMENT

Culture Clashes and the Entrepreneur

In the article on page 3, *The Population Hourglass—Scenes from the Future*, the implications of our changing demographics was highlighted. For entrepreneurs, once they get past the “I am the only employee” phase, the task of managing human resources becomes ever-more important.

Let's revisit the quote from that article that really captures the impact that our changing demographics will have for everyone, “The United States of 2016 will find itself in the throes of demographic shifts that will upend our political, economic, and technological priorities and redefine our markets. From our age distribution to the color of our skin, we will look dramatically different.



In a companion article, *Scenes from the Culture Clash*, from ***Fast Company*, Issue 102**, January 2006, Page 72, by Danielle Sacks, the arrival of the millennial generation, with their dramatically different viewpoints and expectations is described.

She describes some amazing stories that psychiatrist Dr. Charles Sophy related to her that Human Resources managers were seeking counsel about because of the frustration involved with managing millennials (and their parents).

Saga 1 – Last year, when a 24-year-old salesman at a car dealership didn't get his yearly bonus because of poor performance, both of his parents showed up at the company's regional headquarters and sat outside the CEO's office, refusing to leave until they got a meeting. "Security had to come and escort them out," Sophy says.

Saga 2 – A 22-year-old pharmaceutical employee learned that he was not getting the promotion he had been eyeing. His boss told him he needed to work on his weaknesses first. He told his parents about the performance review, and his mother called the human-resources department the next day. Seventeen times. She demanded a mediation session with her, her son, his boss, and HR--and got it. At one point, the 22-year-old reprimanded the HR rep for being "rude to my mom."

Entrepreneurs are facing the need to adapt and adjust to four **very** different demographic age groups:



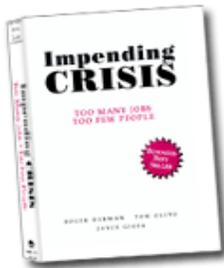
- ◆ **Traditionalists** – Born before 1945
- ◆ **Baby Boomers** (76 million) - Born between 1946-1964
- ◆ **Generation X** – Born between 1965-1977
- ◆ **Millennials** – Born after 1978



Millennials are also known by an array of other names including gen-Y, echo boomers, Net gen, and even "generation why," because they never stop questioning the status quo. Millennials are posing a significant challenge to entrepreneurs and human resources professionals, not only because of their numbers, but also their attitudes. Intergenerational experts who have studied the Millennials have found the following general traits to be dominant:

- Want careers that are personalized
- Ready to move to a new job quickly if where they are doesn't suit them
- Have grown up being coddled and pumped up to believe they can achieve anything
- Thought patterns have been formed by immersion in using PCs, video games, email, the Internet, and cell phones
- Want feedback daily, not annually
- Are fearless and blunt!

OJC PARTNERSHIP FORUM-APRIL 27, 2006



Metro's next OJC Partnership Forum will feature Joyce Gioia, co-author of [Impending Crisis: Too Many Jobs, Too Few People](#).

National speaker and certified management consultant with The Herman Group, Gioia will discuss how raising levels of educational attainment has a positive effect on economic attractiveness and therefore on economic development. She will discuss the role *you* can play in supporting education. Participants will:

- ◆ Learn where the educational process really begins
- ◆ Discover what more than 70% of graduating high school seniors are saying they wish they had done

in high school, and how to help your students avoid that pitfall

- ◆ Recognize the vital role community colleges play in addressing the skilled labor shortage
- ◆ Explore the prevailing myth that all students should go to a four-year college - and why it is a disservice to today's students
- ◆ Hear about the global danger we face, if we ignore our labor and skills shortages

This is one Partnership Forum that you won't want to miss! To register, visit this site:

<http://wwwfp.mccneb.edu/ojc/QPFform.htm>

For more information: contact Jane Schaefer at 402.457.2813 or at jschaefer@mccneb.edu.



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