



NEWS MONTHLY

News for Nebraska's Entrepreneurship Educators

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NEBRASKA E-NEWS MONTHLY CELEBRATES 1ST ANNIVERSARY



The days and months have literally flown by and we've reached the one-year milestone for *Nebraska E-News Monthly*. Created as a way of sharing best practices in entrepreneurship education, timely conference information, and news of interest to entrepreneurship educators, *E-News Monthly* has been a fun way of sharing with educators not only in Nebraska, but nationally and internationally.

Each issue has been developed to serve the needs of the readers. From grant and scholarship opportunities, to the latest state

and national conference information, to curriculum ideas, tips and topics, the intent has been to make this publication worth your time to read.

Although budget limitations keep us from printing copies, it is offered in PDF format on-line at the Nebraska Entrepreneurship Education web site, <http://www.nde.state.ne.us/entreped/> and also e-mailed directly each month to those who send us their contact information.

We hope you have found each of this year's issues useful and enjoyable reading.

NFIB LAUNCHES NEW LEGAL ADVICE SERVICE

Starting April 1, small-business owners finally have a place to turn when they need legal advice on employment-law issues, thanks to the National Federation of Independent Business Legal Foundation's new Employment Law Hotline. Company owners can call 800-NFIB-NOW (800-634-2669) for more information.



The hotline is set up so small-business owners can call toll-free and leave a message for an attorney from Arent Fox PLLC on an employment-law issue. Within 24 hours, an attorney will research the question and return the call, the NFIB says. The attorney will answer basic questions about employment law and advise the small-business owner if they can handle the concern on their own or need to seek additional legal counsel.

"Employment law issues cause small-business owners way too many headaches," said Karen Harned, executive director of NFIB's Legal Foundation, "whether it's a concern about complying with the Americans with Disabilities Act or a question about an immigration issue."

The employment law issues covered by the hotline are: Americans with Disabilities Act; Fair Labor Standards Act/wage and hour; discrimination and immigration issues; labor and management relations; Occupational Safety and Health Administration standards; non-compete agreements; pension, health benefits and Employee Retirement Income Security Act; and the Uniform Services Employment and Reemployment Rights Act.



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We're on the web!

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

TEEN BUSINESS LINK FROM SBA

The Small Business Administration's web site has a link just for teen entrepreneurs. The link, which can be found at <http://www.sba.gov/teens/>, is a good resource for teens who may be interested in starting a small business.

Sections of the web site include:

- Ideas for Your Business
- Put It In Writing (Business Plans)
- Cha-Ching—Money Matters
- Avoiding Legal Hassles
- Your Business Buddy List
- Marketing Your Business
- Meet Successful Young Entrepreneurs
- SBA: Your Road Map to Success
- Frequently Asked Questions
- Link to Your SBA

U.S. SMALL BUSINESS ADMINISTRATION
Teen Business Link
START IT GROW IT OWN IT

SBA
Your Small Business Resource

Your Business Tips

STARTING YOUR BUSINESS

- [How to Start a Small Business](#)
- [Personal Goal-Setting](#)
- [Traits Shared by Winners](#)
- [Naming Your Business](#)
- [Choose a Wireless Plan That Speaks to You](#)
- [Picking a Location](#)
- [Setting up a Home Office](#)
- [Create a Professional Image for your Home Business](#)

PUT IT IN WRITING

- [Creating a Business Plan](#)
- [Making the Most of Your Business Plan](#)
- [5 Tips for Building a Sound Business Plan](#)

AVOIDING LEGAL BUSINESS HASSLE

- [How to Get a Business License](#)
- [How to Get an Employer Identification Number](#)
- [State Licensing Requirements](#)
- [Business Tax Preparation](#)

CHA-CHING - MONEY MATTERS

- [Choosing a Bank for Your Business](#)
- [Creatively Search for Funding](#)
- [Finding Angel Investors and Venture Capitalists](#)

MANAGING YOUR BUSINESS

- [Steps to Wise Decision-Making](#)
- [Understanding Your Competition](#)
- [Stay Well Informed](#)

GROWING YOUR BUSINESS

- [Planning for Growth](#)
- [Keeping Customers Satisfied](#)
- [How to Create a Domain Name for Your Business on the Web](#)
- [Creating a Business Web Site](#)
- [Strategic Planning Strengthens Your Business](#)
- [Understanding Electronic Commerce](#)

NATIONAL SUPPORTER OF ENTREPRENEURSHIP AWARD

The Ewing Marion Kauffman Foundation is once again presenting the **Supporter of Entrepreneurship** award during the national Ernst & Young Entrepreneur of the Year awards ceremony.



Past winners are individuals who have made outstanding contributions to America's entrepreneurial spirit or helped

entrepreneurs become more successful. Eligible nominees are individuals who have consistently contributed time, money, encouragement, and/or skill development to further the cause of entrepreneurship. Nominees need not have founded a company (or organization) and may come from the corporate world, non-profit organizations, or any level of academia.

Nominations for 2006 are due on or before June 30, 2006. A copy of the Supporter of Entrepreneurship Award nomination form can be downloaded from <http://www.kauffman.org/item.cfm?item=676> and additional information can be obtained by calling 888.777.4769.

For each nomination, a 2-5 page statement describing and quantifying the assistance (financial, time, effort, etc.) provided by the nominee to further entrepreneurship in his/her community and citing specific examples of the program, initiative or activity in

which the nominee is engaged must be included. The categories to be addressed include:

Leadership—Demonstrates commitment, vision and calculated risk-taking in supporting the development and growth of entrepreneurship. Has acted as the initiator or driving force behind the initiative or program.

Impact on Entrepreneurship—Demonstrates a significant impact on developing successful entrepreneurs and raises the visibility and importance of entrepreneurship locally and/or nationally.

Transferability—(Has developed a systematic means of reaching and serving entrepreneurs that may be replicable in other socioeconomic or demographic settings or that is useful to other individuals or support organizations.

Giving Back—Has demonstrated a personal commitment to giving back that goes beyond one's own job, encourages entrepreneurs to give back to their communities, and engages entrepreneurs in the program's outreach efforts.

Originality—Demonstrates a clear and sustained capacity for creativity and innovation in the development and implementation of the entrepreneurship initiative.

Degree of Difficulty—Has identified and implemented solutions or options to particularly complex and persistent challenges or constraints of entrepreneurs in the field of entrepreneurship. Has served as a catalyst to mobilize people and resources to advance entrepreneurship.

Nebraska Small Business Honored by SBA Oxbow Pet Products Receives Exporter Champion Award

WASHINGTON, D.C. – Nine small business owners and leaders of small business support organizations from across the country were recognized April 12, 2006 by the U.S. Small Business Administration for their outstanding achievements on behalf of small business. SBA Champion Awards were presented at an evening reception in Washington, D.C. as part of the annual observance of National Small Business Week, April 9-15.

This year's Champion Awards recognized winners from California, Illinois, Minnesota, **Nebraska**, New Mexico, North Carolina, Utah, Vermont and Virginia. **John Miller, President of Oxbow Pet Products in Murdock, Nebraska** was recognized as the Exporter Champion.



“The SBA takes great pride in honoring people who are among the true champions of small business and whose tireless efforts have provided tangible and significant support to small businesses and their communities,” said SBA Administrator Hector V. Barreto. “They provide the tools, information and support that small business owners need; and most of all, help to create an environment in which the spirit of entrepreneurship can flourish.”

The award winners are recognized for their efforts and excellence in many different aspects of small business. SBA Champions can be, but are not limited to, small business owners, supporters of small business, women, minorities, families, exporters, journalists, veterans, or young entrepreneurs.

Oxbow has been exporting since 1998. They hired their first international staff member in 1999 and now have three international positions focusing on customer service and network management and business expansion.

In addition to these positions, 20% of production and shipping staff time is also dedicated to overseas sales. Oxbow now has an established network of 15 international distributors. The products are currently sold in 22 countries. The company has seen phenomenal

growth in export revenue (over a 50% increase in each of the last five years). Exports now account for more than 20% of Oxbow's gross sales of \$5M in annual revenue, with total company sales having increased at around 30% per year for the last several years.



2006 SBA Exporter of the Year—John Miller, President, Oxbow Pet Products (right). Presenting the awards is Hector V. Barreto, Administrator, Small Business Administration (left).

Selected from nomination packages submitted to SBA field offices in their communities, the awardees are being recognized on the basis of having met one or more of the following criteria:

- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
- Showed evidence of success, if a small business, as measured by sales and profits.
- Displayed voluntary efforts beyond business/professional responsibilities to advance small business interests within the small business community, state and/or nation.
- Provided support of the small business community as a whole, not solely for individual personal advancement.
- Engaged in other accomplishments demonstrating the nominee's effective support of small business.

Small Business Week 2006 is co-sponsored by the following organizations: Sam's Club, Intel, Microsoft, SCORE, Raytheon, the Kauffman Foundation, Nationwide, IBM, Verizon Communications, Johnson & Johnson, BAE Systems, KBR, Cisco Systems, Fiducial, Aetna, Administaff and Symantec.



AFRICAN AMERICAN BUSINESS BOOMING

Last month, the National Dialogue on Entrepreneurship reported on the boom in Latino-owned business; this month it's African-American owned firms.

New data from the US Census Bureau shows that African Americans have the entrepreneurship bug. The latest data from the 2002 economic census finds that the number of black-owned firms grew by 45% between 1997 and 2002. (The total number of businesses in the US grew by 10% over this period). Meanwhile, the revenue of these firms grew by 25% over the same period.



Overall, there are 1.2 million black-owned businesses in the US, accounting for roughly \$88.8 billion in revenues. These impressive statistics also contain some more sobering notes. As with all types of businesses, most black-owned firms are small. Ninety-two percent were

self-employment ventures. For all US firms, self-employment ventures account for $\frac{3}{4}$ of the total. So, while African-American entrepreneurship is booming, the future challenge ahead is to assist these new entrepreneurs in creating businesses that provide employment opportunities and generate new wealth in the community.



To access the April 2006 U.S. Census Bureau report, Black-Owned Firms: 2002, visit <http://www.census.gov/prod/ec02/sb0200csblk.pdf>.

Story courtesy of *National Dialogue on Entrepreneurship*, <http://www.publicforuminstitute.org/nde>.

EDA JOURNAL COVERS RURAL ENTREPRENEURSHIP

The latest edition of Economic Development America, the flagship journal of the Economic Development Administration is devoted to the topic of "Rural Entrepreneurship and Innovative Leadership."

The journal includes case studies of excellent programs in Kentucky, Nebraska, North Carolina, Pennsylvania and Wyoming. An excellent article by Don Macke, Co-Director, Nebraska RUPRI Center for Rural Entrepreneurship covers the scope of the Hometown Competitiveness Initiative.

The full article can be accessed in PDF format on the Nebraska Entrepreneurship Education web site at <http://www.nde.state.ne.us/entreped/documents/EconomicDevelopmentAmerica-Winter2006Edition.pdf>. The article appears on pages 15-18 of the magazine. This issue and other resources can be found by going to <http://www.eda.gov> and clicking on Information Clearinghouse.

The founding partners of what is now known as HomeTown Competitiveness (HTC) – The Heartland Center for Leadership Development, Nebraska Community Foundation, RUPRI Center for Rural Entrepreneurship, and the Center for Rural Affairs have been working together for the last six years to change the

landscape of rural Nebraska. The decision was made that a developmental initiative was needed that builds on small towns' existing resources and assets, many of which go unrecognized.

HTC's goal is to assess a community's current situation and capacity, then build on four key elements:

- Developing and mobilizing leadership capacity;
- Capturing wealth transfer through charitable giving;
- Energizing entrepreneurship; and
- Attracting and engaging young people.

As stated in the article, "these four essential elements create a synergy that can significantly impact the future prospects of rural areas experiencing out-migration and economic decline. HTC is drawing significant attention in Nebraska and nationally because rural leaders and practitioners recognize that even the most distressed community has, to some degree, each of the necessary elements to launch the initiative."

One example of their success is Valley County, Nebraska, where they have graduated 70 from a leadership class, set up an endowment of \$1.2 million donated by local couple, and hired an economic development coordinator.

NEBRASKA'S CAREER STUDENT ORGANIZATIONS PRESENT ENTREPRENEURSHIP AWARDS

March and April in Nebraska is the season for all of the Nebraska Career Student Organizations to host their annual state conferences/conventions. Most of the Nebraska CSOs offer at least one entrepreneurship or small business competitive event. Many offer more than one.

The winners of these state events qualify to represent their state associations at the national conferences. There they have the chance to win scholarships and cash awards in addition to the beautiful plaques/trophies and the chance to cross the stage to the applause of thousands of their peers.

DECA—An Association of Marketing Students State Career Development Conference

Entrepreneurship Promotion Project

- 1st: Erin Stover, Dillon Hansen, Courtney Wieker— Millard West
2nd: Alecia Hausman—Millard South
3rd: Elizabeth Babcock—Lincoln East



E-Commerce Business Plan

- 1st: Alex DeBrie, Rick Cantril—Scottsbluff
2nd: Joseph Lockett, Jordan Janushkowsky, Matthew Bishop—Bellevue West
3rd: Keith Fix—Omaha Burke

Entrepreneurship-Independent Business Event

- 1st: Alex Pearson—Elkhorn

Entrepreneurship-Franchise Business

- 1st: Kelsey Maynard—Bellevue West
2nd: Amber Wawrzynkiewicz—Papillion LaVista

Entrepreneurship Written Event

- 1st: Alyssa Todd, Julia Mickells, Alissa Hart—Bellevue West
2nd: Kelsey Briggs, Austin Grajczyk—Bellevue West
3rd: Cynthia Coleman—Bellevue West

International Business Plan Event

- 1st: Elisa Born, Kelsey Holo, Caitlyn McGreer— Bellevue West
2nd: Emily Stein, Kate Downey, Kaitlyn Jordan—Scottsbluff
3rd: Firuza Mahmudova—Omaha Northwest

Future Business Leaders of America State Leadership Conference

Entrepreneurship Individual

- 1st: MaryLou Andrews—Aurora
2nd: Evan Janzen—Aurora
3rd: Charles Burns—York



Entrepreneurship Team

- 1st: MaryLou Andrews, Evan Janzen, Sam Herman—Aurora
2nd: Meredith Smith, Thomas Winger, Erica Lueders—Johnson-Brock
3rd: Ben Klar, Adam Pinkerton, Cody Colgrove—Tri County

Business Plan

- 1st: Chelsey Brandt, Mark Houser, Mallory Wolfe—Meridian
2nd: Sam Stephen, Madison Stephen—Elmwood-Murdock
3rd: Mauri McClure, Shelby McGuire—Southern at Wymore

Family, Career and Community Leaders of America State Leadership Conference

Entrepreneurship Event

National Star Representatives

- Jr. Division: Michael Konicek—Leigh-Clarkson
Sr. Division: Kayla St. Aubin—Millard West



Gold medalists: Julia Hafer, Nikki Anderson, Aislee Adkisson—Fillmore Central; Emily Thompson, Whitney Ehlers—St. Edward Jr.

Silver medalists: Karina Stott—Waverly; Morgan Zobel, Amy Uher, Jackie Uher—West Point; Betsy Krienert; Tiffany Kumm—Osmond

Bronze medalist: Eric Overleese—Minden

FFA State Convention

Agri-Entrepreneurship Event

- 1st: Jasey Goedeken—Lakeview FFA
2nd: Lance Gemar—Sutton FFA



MONOPOLY GAME FOR THE "HERE AND NOW"

Monopoly Mystery

It's an intriguing question. What properties would appear on the MONOPOLY game board if America's most popular game were designed in the 'here and now'?

Would New York Ave. be replaced with New York's Times Square? Instead of Illinois Ave., would the game board include a landmark from the state of Illinois? And would Rodeo Drive battle it out with the Golden Gate Bridge for the coveted 'Boardwalk' spot on the board?

Your Chance to Vote

Beginning April 24, 2006, Americans will get the chance to vote on which famous landmarks from America's greatest destination cities should be included on the game board of the new MONOPOLY: HERE & NOW Edition. MONOPOLY fans can visit <http://www.monopoly.com> to cast their on-line ballots for legendary streets, neighborhoods and national monuments from 22 cities ranging from New York City to Honolulu that will be represented on the board.

Additionally, the votes will determine where each city's selected landmark will appear on the game board, with the city generating the most on-line votes landing on the coveted spot traditionally occupied by Boardwalk.

"We encourage Monopoly fans to participate in the design of our new game board by voting often at our website for their favorite landmarks," said Matt Collins, Vice President of Marketing for Hasbro. "Remember, elections are often won by a slim margin, so your vote could be the difference needed to land your favorite American city on a blue property space."

The on-line polls will be open April 24, 2006 until May 12, 2006 and the final results will be unveiled in late summer when the game arrives on store shelves. MONOPOLY fans may vote as often as once a day.

Why Change a Classic?

The updated game will also include modern-day rents, contemporary game tokens, and airports replacing the railroads.

"For more than 70 years, Americans have enjoyed pretending to 'own it all' by purchasing Atlantic City,

New Jersey streets," said Collins. "The new MONOPOLY: HERE & NOW Edition allows players to own it all in today's world as they buy some of the most valuable and famous real estate in the country."

The cities that will be represented on the board include the following:

Atlanta	Minneapolis/St. Paul
Boston	Nashville
Chicago	New Orleans
Cleveland	New York City
Dallas	Orlando
Denver	Philadelphia
Honolulu	Phoenix
Houston	San Francisco
Las Vegas	St. Louis
Los Angeles	Seattle
Miami	Washington, D.C.



For a complete list of the landmark candidates for each city, visit <http://www.monopoly.com>.

A Bit of History

Since 1935, more than 250 million copies of MONOPOLY have been sold in 80 countries and 26 languages. More than 200 different editions of the game have been published, but the most popular continues to be the classic "Number Nine."

Affectionately known by its original product number, "Number Nine" is based on the streets of Atlantic City and is nearly identical to Charles Darrow's original submission to Parker Brothers.

Did you know that...

- Over 5,120,000,000 little green houses have been "constructed" since the MONOPOLY® game was introduced in 1935.
- The longest MONOPOLY® game ever played was 1,680 hours long. That is 70 straight days!
- Escape maps, compasses and files were inserted into MONOPOLY® game boards smuggled into POW camps inside Germany during World War II. Real money for escapees was slipped into the packs of MONOPOLY® money.
- The three most-landed-on properties are Illinois Avenue. "GO" and the B&O Railroad.

Source: Hasbro

Targeted Teaching Topic



HARVESTING

Overlying the business content is an entrepreneurial process, applicable to new ventures and ongoing ventures that create/drive/change economic activity-- new markets, new products, new businesses, etc. This process is often non-sequential, but is usually composed of the following stages: Discovery, Concept Development, Resourcing, Actualization and Harvesting.



Harvesting is the stage in the entrepreneurial process in which the entrepreneur decides on the venture's future (growth, development, demise). And, it's a topic that entrepreneurs either spend a lot of time thinking about or very little; no middle ground.

In the book, *Small Giants, Companies That Choose to Be Great Instead of Big* (2005), author Bo Burlingham takes the reader inside fourteen privately held companies that have rejected the pressure of endless growth. The companies are in diverse industries across the country, and each entrepreneur has chosen to "march to his/her own drummer."

Instead of trying to grow their businesses bigger and bigger, and eventually selling them for a huge profit, these entrepreneurs have looked at the concept of harvesting in what could be argued are more satisfying and "bigger" measures. Instead of money and "bigness" being the only benchmarks, the entrepreneurs set goals and benchmarks of equal or more significance to them...in other words, self-direction rather than being overwhelmed by outside pressures.

The author calls these companies "small giants." After extensive study, he focused on fourteen companies that had a somewhat indefinable quality called "mojo." One description of mojo in the book is "You got that engine running baby and the sky is the limit!" In other words, the company and its employees are working in harmony, with peak efficiency, and people (and the entrepreneur) are enjoying the ride.



Companies with "mojo" have some common threads according to the author.

1. The founders and leaders recognized a full range of choices about the company they could create...not just the standard definitions and boundaries of success.
2. The leaders had overcome outside pressures and charted their own course and building the type of business **they** wanted to build, not what someone else forced them to build.
3. Each company had extraordinarily intimate relationships with their community, and played a vital role in the life of that community.
4. The companies cultivated exceptionally powerful and intimate relationships with customers and suppliers, based on personal contact, one-on-one interaction, and mutual commitment to delivering promises. That's called keeping your word and using the win-win philosophy, rather than assuming that someone has to be a loser in every relationship.
5. The workplaces were unusually intimate. As the author describes them, they are mini-societies that endeavored to address a broad range of their employees' needs as human beings.
6. They had a wide array of corporate structures, with some even turning themselves into educational institutions, teaching their employees about all the facets of the business.
7. The leaders have **passion!**

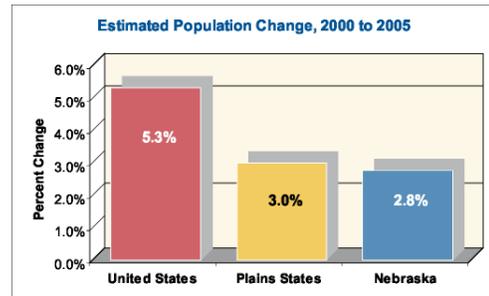
The key to all these MOJO items is choice. The entrepreneurs made conscious choices about what kind of business to build, how much outreach to the community they wanted, how much they focused on customers **and** employees, and how big they really wanted to be. Just as in our own lives, we have the freedom to choose...and conscious decision-making rather than allowing others to make our choices for us is the key to giant success as a person or as a company.

NEBRASKA POPULATION GROWTH FROM 2000-2005

Every December, using vital statistics, immigration numbers, income tax return counts, etc., the U.S. Bureau of the Census releases updated population estimates for the nation and the states. It is now almost six years since the 2000 Census, so that “snapshot” population count is getting dated. The Nebraska 2000 Census count was 1,711,263; the Census Bureau estimated the state’s population was 1,758,787 on July 1, 2005. So, the state’s population had increased by an estimated 47,524 people in five years.

It’s no surprise that Nebraska’s population growth rate in that time was about half of the national growth rate – 2.8 percent versus 5.3 percent. Other numbers suggested that the drag on Nebraska population growth was internal migration, which was negative between 2000 and 2005, while both international migration and natural population growth were positive. Nebraska’s experience was reflected by neighboring states – the

overall Plains States’ population growth rate, at 3.0 percent, was only slightly above the Nebraska rate. Again, negative internal migration numbers dampened the overall growth rate.



Source: *Nebraska Development News*, 2006, Vol. 01, a publication of the Nebraska Department of Economic Development. On the web at: <http://www.neded.org>.



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