



ENTREPRENEURSHIP EDUCATION GRANT FUNDS AVAILABLE

Grant funds are now available to educators and youth group advisors to support implementation of entrepreneurship education programs and projects. Funding for these grants is provided by the Appalachian Regional Commission (ARC), the Coleman Foundation and the Ewing Marion Kauffman Foundation.

Grant proposals are due **February 15, 2006**, so don't delay. Organizations receiving grant funds must implement their programs/projects between March 10, 2006 and July 15, 2006, and provide a report by July 31, 2006.

Details and the full grant guidelines can be found at the Nebraska Entrepreneurship Education home page, <http://www.nde.state.ne.us/entreped/> or at the Consortium for Entrepreneurship Education web page, http://www.entreed.org/_network/grant.pdf.

Eligibility

Entrepreneurship educators and career student organization advisors (including those from Nebraska) are encouraged to apply for the **Coleman Foundation/Ewing Marion Kauffman Foundation Grant Fund**.

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CASH AWARDS FOR UNSUNG HEROES

ING Unsung Heroes awards are given to K-12 educators pioneering new teaching methods and techniques that improve learning.

Educators are encouraged to submit applications for an ING Unsung Heroes award by describing projects they have initiated or would like to pursue. Each project is judged on its:

- Innovative method
- Creativity
- Ability to positively influence the students

Each year, 100 finalists are selected to receive a \$2,000 award, payable to both the winning teacher and his or her school. At least one award is granted in each of the 50 states, provided at least one qualified application was received from each state. Winners are selected by Scholarship America, a national non-profit educational

support and student aid service organization.

Of the 100 finalists, three are selected for additional financial awards: \$25,000 for first place; \$10,000 for second place; and \$5,000 for third place. The top winners are selected by ING's Educators Advisory Board, consisting of six distinguished educators from across the United States.

If you or someone you know leads or has an idea for an outstanding educational project, you are encouraged to apply for the ING Unsung Heroes awards program today. You can download a PDF version of the latest application at <http://fconline.fdncenter.org/pnd/10000117/ing>.

Contact Scholarship America by phone at 800.537.4180. Or ask your local ING representative for more information. The deadline for the 2006 application is **May 1, 2006**. Winners are announced in the fall.

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We're on the web!

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

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Applicants are required to include a letter of support signed by the school/organization administrator responsible for budget decisions signifying that no indirect costs will be charged to this project. Winners' checks will be written to the school/organization following school/organization financial regulations, but the funds will be managed by the project coordinator for the use of the proposed program/project.

Entrepreneurship Education Grant Proposal Requirements

School/Organization Information

In addition to the administrator letter of support, the proposal must include a description of the school/organization applying for the grant, including: student demographic information; historical information, and staff (numbers and brief description of responsibilities)

Entrepreneurship Education Project/Program

A detailed description of the entrepreneurship education project or program that is proposed should include:

Anticipated outcomes/goals – One or more of the following:

- Assist teachers to develop, conduct, enhance, or expand entrepreneurship education activities that they otherwise would not be able to do with resources currently available
- Create entrepreneurship education activities to bridge the connections between different levels of education
- Contribute to the development of an entrepreneurial culture for youth, leading to start up of student businesses or school-based businesses, or development of expertise that leads to an entrepreneur's success.

- Number of participating students
- Length of the program/project
- Curricula to be used
- General description of activities
- Description of external collaborations
- Alignment with National Content Standards for Entrepreneurship Education
- Plan for Assessment/Evaluation
- Sustainability – Plans for program/project continuation following grant-funded implementation

Project/Program Budget

A detailed budget must be included as part of your proposal, along with budget notes in explanation of line items. **Note: No portion of grant funds may be used for administrative fees or overhead costs**

Grant proposals are due **February 15, 2006** and should be e-mailed to carolmajors@kc.rr.com no later than that date. Also, a hard copy of the proposal, along with a letter of support signed by the school/organization administrator and on school/organization letterhead, should be postmarked no later than February 15, 2006 and mailed to Carol Majors, 1520 SW Fredrick Drive, Lee's Summit, MO 64081.



CHADRON STATE COLLEGE PLANS TO JOIN HOMETOWN COMPETITIVENESS



During the Ag Entrepreneur Workshop at Chadron State College, hosted by Congressman Tom Osborne and his staff on January 11th, a video was shown and literature distributed about HomeTown

Competitiveness, a relatively new entity that is designed to help rural communities thrive and survive.

HTC is about four years old and is a spin-off from the Nebraska Community Foundation, a statewide nonprofit organization based in Lincoln. The program's basic goal is to provide opportunities for young people in rural Nebraska to remain in their hometowns or to entice some

of those who have left to return.

A \$2 million grant that NCF received last September from the W.K. Kellogg Foundation is helping support the HTC's initial activities.

Chadron State is planning to become a partner in HTC. While all the details of CSC's involvement in the program haven't been ironed out, the partnership will be part of the efforts that President Janie Park is initiating for Chadron State to provide more economic development and cultural assistance to communities in its far-flung service area.

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CHADRON STATE COLLEGE PLANS TO JOIN HOMETOWN COMPETITIVENESS

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During the workshop, Jana Jensen, a ranch wife from Bingham and an assistant development director for the Nebraska Community Foundation, told of some of the successes HTC has already had. "HTC may not be the silver bullet, but it can help change attitudes and provide hope that you can work and live in Nebraska," Jensen said. "Hope no longer needs to be an export commodity."

HTC has a four-pillared approach:

Pillar #1—Capturing the transfer of wealth so that a portion of the staggering \$94 billion in cash and assets owned by the senior citizens in rural Nebraska will remain in the hometown communities through estate planning. Properly directed gifts can help create new economic opportunities and benefit the next generation, organizers point out.

Pillar #2—Creating new leadership, or passing the torch to the younger generation. Mentoring by proven leaders to help the replacements be effective in their new roles is a major part of the plan. In some instances, those who have the wealth that will be passed on in due time also are the mentors.

Pillar #3—Energizing entrepreneurship, or striving to create new jobs and wealth. Often it can be closely related to the second pillar.

Pillar #4—Engaging and attracting young people to assume the leadership roles, take over the existing businesses and create new ones and provide opportunities to keep the economy flowing in the small towns across Nebraska.

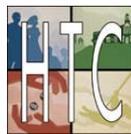
"We want to build on the assets communities already have, add to their value whenever possible and create new opportunities," said Jensen at the workshop at CSC. "Getting the youth involved is very important. Youth are the prize asset of every community and they can provide fresh ideas, energy and leadership."

HTC is already off and running. The first community to sign up was Ord in 2002. Since then, Jensen said 60 new jobs have been created and several businesses that were threatening to close because the owners were ready to retire have been transferred to new blood.

The program in Ord included several lists. One was a list of employment needs by local businesses. Another contained services the community needed, but didn't have. A third contained names of people indicating they would like to

return to Valley County where Ord is located and what their skills and interests are.

Jensen said at least 10 young couples who wanted to raise their families in small towns have moved to Ord. In addition, an endowment created to lend economic support to worthy projects in the community already has nearly \$2 million in it and pledges and commitments totaling \$6.8 million. Ord's enthusiastic leadership is said to be responsible for beating out three other contenders as the site for a \$75 million ethanol plant to be built there by a Minnesota firm. The plant is expected to provide 35 jobs and inject \$50 million in tax revenue during the next 10 years.



Jensen also has helped activate HTC in the Holt County communities of O'Neill, Atkinson and Stuart and Hyannis and Mullen along Highway 2 in the Sandhills.

She said three new businesses have opened in Mullen and two other businesses that were being operated by people in their 80s have been transferred to those looking to remain in the community. Both Hyannis and Mullen have started endowments with at least \$50,000 in them.

Following her presentation at the Ag Entrepreneur Workshop, Jensen noted that what HTC is doing is similar to what the late Dr. Edwin C. Nelson did in the 1990s throughout much of rural Nebraska after stepping down as president of Chadron State.

Nelson directed leadership development and community revitalization seminars in more than 100 communities across the state as he tried to help them remain on the map.

"We're pretty much trying to do the same thing," said Jensen. "I wish I would have been around him more to get some more of his ideas. It will be great to have Chadron State involved in the HomeTown Competitiveness program."

Permission to reprint excerpts given by Con Marshall, Director of Information, Chadron State College, inquire@csc.edu, 800.CHADRON, 1000 Main Street, Chadron, Nebraska 69337, www.csc.edu.

The link to the full article is on the Chadron State College website at <http://www2.csc.edu/news/list.pl/article~1364>.

MARKETING CONCLAVE REGISTRATION FORM NOW AVAILABLE



The registration form for the 2006 Conclave and Professional Conferences is now available on the MarkED web site at www.Mark-ED.org. Remember, early bird

Entrepreneurship
Marketing Management
Finance
Sports/Event Business
Business Administration
Best Practices in High School Teaching
Best Practices in College Teaching
Fashion Marketing and Merchandising

registration deadline is March 31 (postmark).

Calling for Presenters

Do you have a course, program, project or activity to WOW them? The conference planners want to hear about it! They are inviting short, informal proposals for presentations specifically related to one of the following Conclave conference/program tracks:

If interested in presenting, just send a short (couple of paragraphs, tops) proposal and a bit about yourself to carmelm@Mark-ED.org by February 28. Stipends of \$150 and \$100 are available for one-hour seminar presenters and Sunday morning roundtable facilitators.

NEW FUNDING TO SUPPORT WORK WITH MICROENTERPRISES

LINCOLN, NEB. (January 9, 2006)—Grant awards of \$447,750 were announced by Governor Heineman for 12 microenterprise statewide programs. These programs are to assist in covering operating costs associated with providing lending, pre- and post-loan technical assistance, and training for self-employed businesses (five or fewer employees) across Nebraska.

The funds are the result of passage of the Nebraska Microenterprise Development Act in 1997. The Nebraska Department of Economic Development contracts with the Nebraska Microenterprise Partnership Fund (NMPF) to administer the grants to programs. In addition to the grant funds, NMPF raises loan capital that programs may use in making loans to businesses.

Micro program fund recipients will match the \$447,750 with more than \$2.3 million of public and private funds (not including other state funds). This two-tiered matching results in the state dollars being multiplied several times.

Businesses needing loan capital, training and/or technical assistance are encouraged to contact the following grant recipients:

- Catholic Charities/Juan Diego Center, South Omaha Karen Mavropoulos, 402.731.5413
- Center for Rural Affairs/REAP, rural statewide Jeff Reynolds, 402.656.3091

- Community Development Resources, Lincoln and Lancaster County—Rick Wallace, 402.436.2386
- Destination Midtown-Omaha, Douglas County Tawanna Black, 402.233.7142
- G R O W N e b r a s k a , s t a t e w i d e Janell Anderson Ehrke, 800.476.9632
- Hastings Economic Development Corporation, Randy Chick, 402.461.8415
- Lincoln Action Program, Lancaster and Saunders Co.s – Cory Smathers, 402.471.4515
- Nebraska EDGE, statewide – Marilyn Schlake, 800.328.2851
- New Community Development Corporation, Douglas and Sarpy Counties – Tamara Westbrook, 402.451.2939
- Northeast Economic Development, 25 counties in northeast Nebraska – Jeff Christensen, 402.649.7223
- Vocational Rehabilitation Equity Assistance Program-VREAP, statewide – Jim Coyle 877.637.3422
- West Central Nebraska Development District, 18 counties in southwest Nebraska – Martin O’Haus, 308.284.6077

For more information contact Rose Jaspersen, Nebraska Microenterprise Partnership Fund at rosej@nebbiz.org.

ENTREPRENEURSHIP CURRICULUM MATERIALS FROM MARKED RESOURCE CENTER

The MarkED Curriculum Resource Center is a non-profit organization focused on development of business/industry validated curriculum resources in business, marketing, management and entrepreneurship. Nebraska is one of over forty member State Departments of Education who belong to the Consortium. By combining resources, the states are able to leverage funding by group initiatives to develop curriculum materials based on national content performance standards and performance indicators.

Since Nebraska is a member state through targeted use of Perkins Vocational and Applied Technology Act funds, any Nebraska educator or educational institution receives the discounted member pricing.



Here are a few examples of the latest Entrepreneurship LAPs.

Customer Service Supersized!

Fast, affordable, and trustworthy: We all have images of businesses that fit these service descriptions. Learn what they do to earn customers' hearts—and their dollars! © 2003. Recommended: PS/AD.

LAP-PM-001C-ME-S...\$38.95 (Member: \$29.95)
PSW-PM-001-S...\$59.00 (Member: \$35.95)

Manage This!

Managers do more than dream of the future—they make it happen. They set goals and use their skills to manage the business's resources to make the dreams real. © 2003. Recommended: HS.

LAP-BA-006C-CS-S...\$38.95 (Member: \$29.95) PSW-BA-006-S...\$59.00 (Member: \$35.95)

Own It Your Way

Learn what it takes to start an online venture, own a Dairy Queen, and license an idea or product. Explore the forms of business ownership and business start-up options. ©2004. Recommended: HS.

LAP-BA-007C-CS-S...\$38.95 (Member: \$29.95) PSW-BA-007-S...\$59.00 (Member: \$35.95)

Own Your Own

Help your students view owning a business as a realistic career goal. Identify what it takes to be an entrepreneur—traits, skills, opportunities, professional development, and more. © 2003. Recommended: HS.

LAP-PD-004C-CS-S...\$38.95 (Member: \$29.95) PSW-PD-004-S...\$59.00 (Member: \$35.95)

Ready, Set, Compete

In today's marketplace, businesses often compete with almost all other businesses. To be successful, they must understand both the customer and the market structure. ©2004. Recommended: HS.

LAP-EC-008C-CS-S...\$38.95 (Member: \$29.95) PSW-EC-008-S...\$59.00 (Member: \$35.95)

Take the Lead!

Effective leaders know how to guide and direct others. Managers cannot be successful leaders unless they have the tools to help employees achieve the business's goals.

© 2003. Recommended: PS/AD.

LAP-MN-041C-SU-S...\$38.95 (Member: \$29.95)
PSW-M N-041-S...\$59.00 (Member: \$35.95)

Taking Care of Business

A comprehensive look into the business ownership selection process. Students learn to weigh advantages and disadvantages of each ownership option and how to implement steps to legally establish business ownership. ©2004. Recommended: PS/AD.

LAP-BA-009C-ME-S...\$38.95 (Member: \$29.95)
PSW-BA-009-S...\$59.00 (Member: \$35.95)

For more information and to review some of the over 3,000 instructional products available from the Center, visit www.Mark-ED.org. Contact information for the MarkED Resource Center is 1375 King Ave., Columbus, OH 43212 • 800.448.0398 • Fax: 614.486.1819.

ANNOUNCING THE 21ST ANNUAL HEARTLAND CONFERENCE FOR FREE ENTERPRISE.



The University of
Nebraska -
Lincoln, College
of Business
Administration

and The Nebraska Center for Entrepreneurship are pleased to announce the 21st annual Heartland Conference for Free Enterprise, Thursday, March 2, 2006 at the Cornhusker Hotel and Conference Center.

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.

Keynote Speaker

Leading off the Heartland Conference will be Jerry Neal, a founder of RD Micro Devices, whose technology made the global cell phone phenomenon possible. He's also the author of *Fire in the Belly*, a best selling book on technology entrepreneurship. He offers an insightful and humorous account from founding a new company through earning the first million.

Conference Tracks

Small Business Growth "Good to Great"

Intended for small business owners who want to move their businesses to the next level and beyond. The curriculum 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"

Structured for entrepreneurs who want to create or refine a new venture plan. Participants who have one 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. The capstone of this track will be "Elevator Pitch" presentations by the Nebraska Business Plan Competition finalists.

IP and Technology Transfer "Research to Reality"

Aimed at investors, University department heads, professors, and research teams who have an interest in technology transfer and IP licensing. The basics of SBIR grant funding, protecting and licensing intellectual property, and the alternative of making IP the foundation for a new venture will be presented.

Register Now!

The rate for business owners and professionals to attend the Heartland Conference is just \$79, and through generous sponsorship support, a reduced student discount of \$29 for any student wishing to attend the conference is available. Price includes breaks, lunch, and workshop materials.

Register online at <https://www.cba.unl.edu/secure/ent/heartland/register.asp>.

For more information contact us at entprenshep@unl.edu or 402.472.3353.

Heartland Conference Sponsors:



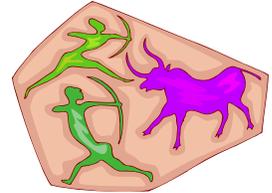
Targeted Teaching Topic



PRODUCT/SERVICE CREATION PART III

Brands & Trademarks: What's in a Name?

Entrepreneurs would be well-advised to pay attention to history. “The desire to claim credit is a universal human trait and the labeling of commodities to indicate their origin or maker is as old as trade itself” according to Evan Morris, author of *From Altoids to Zima*. From the cave paintings in Southern France, to the ancient civilizations in Egypt, Greece and Rome, goods have been marked to indicate who made them.



In America, we are inundated with brand names and logos, to the point that some have become part of our language. Brands and trade names didn't assume this level of importance until the Industrial Revolution though. At that time, names were not as important as visual symbols. The reason was the low literacy rate.

Visual Logos



One of the most recognized logos is the Arm and Hammer baking soda logo (www.armhammer.com). The muscle-bound arm holding the blacksmith's hammer in a red circle is found not only on baking soda boxes, but on a multitude of other products. The logo was first used in the mid-1800s and was placed on baking soda boxes in 1846. Today, Arm and Hammer baking soda is found in 95 percent of American households!

Now, think of another icon, this one a person's image—Betty Crocker (www.bettycrocker.com). Betty Crocker was born in the offices of Washburn Crosby Company of Minneapolis, a milling company, in 1921. The character was developed to respond to customer inquiries about how to bake with their products. The fictional character Betty Crocker was created from the “warm and friendly” name Betty, and the last name of a former executive, William Crocker. Her image has been updated almost every decade since.



Theme Name Logos



Kool-Aid (<http://www.kraftfoods.com/koolaid>), was born in Nebraska in 1914 when Edwin Perkins began selling a concentrated powder. First called Kool-Ade, it was changed to Kool-Aid to avoid sounding too medicinal. More than 563 million gallons of Kool-Aid are consumed every year and Hastings, Nebraska has a renowned exhibit to the product. In fact, the Hastings Museum hosts an annual Kool-Aid Days event, so mark August 13, 2006 on your calendars if you want to immerse yourself in this special event. (www.hastingsmuseum.org)

Pepsi-Cola (www.pepsi.com) was invented twelve years after Coca-Cola. Originally developed by a pharmacist to cure upset stomachs, the name Pepsi-Cola was created to create a peppy, vigorous, youthful image.



Entrepreneurs need to think carefully about the image they hope to project, originality of the name and logo, copyright and trademark registration issues, and much more. Although it seems like naming your business or product should be easy, it has implications for success or failure that many don't foresee.

Reference: *From Altoids to Zima, The Surprising Stories Behind 125 Famous Brand Names* by Evan Morris, a Fireside Book published by Simon & Schuster, © 2004.

BUSINESS PLAN ARCHIVE



In partnership with the Library of Congress, the Center for History and New Media, and the University of Maryland Libraries, the Business Plan Archive collects and preserves business plans and related planning documents from the Birth of the Dot Com Era so that future generations will be able to learn from this remarkable episode in the history of technology and entrepreneurship.

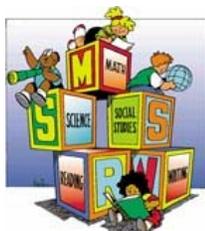
Entrepreneurs are encouraged to consider contributing their own materials and experiences to the Archive for permanent preservation. Also, video from the Dot Com Boomerang conference is now available online at <http://www.businessplanarchive.org/video/dotcomboomerang/?media=wmv>. The video focuses on what 13 top technology CEOs had to say about

surviving the dot-com crash. The conference was organized by ePrairie to bring together Dot Com survivors from the greater Midwest.

The sponsored session - Extreme Survival Stories - included five minute presentations by thirteen founders or senior executives of companies that weathered the Dot Com downturn.

The formats vary from straight-forward corporate history (Jeff Pape, WrestlingGear.com) to more interpretive accounts (James Forni, NVU) of living through the boom and the bust. The only rule was that after five minutes, the music came up, and the next speaker took the stage.

<http://www.businessplanarchive.org/>



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Skills for Lifelong Learning, Earning, and Living.

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