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Entrepreneurship Summit Meeting Notes 11/21/14

Participants:

Gregg Christensen, NDE
Ben Dutton, Extension Educator – Community Vitality
Nancy Eberle, UNL Extension (by conference call)
Dell Gines, Federal Reserve Bank of Kansas City-Omaha Branch
Kevin Hagemoser, Nebraska Enterprise Fund
John Haverkamp, UNL Center for Entrepreneurship
Doris Lux, CCC-Columbus
Megan Manning, Federal Reserve Bank of Kansas City-Omaha Branch
Sam Nelson, UNL Center for Entrepreneurship
Jim Reiff, Nebraska Enterprise Fund

Interested, but unable to attend 11/21/14 Meeting

Marilyn Schlake – UNL Extension
Shawn Kaskie – UNK Center for Rural Research and Development
Angie Schaffer – Northeast Community College
Sharon Hueftle – South Central Economic Development District
Tom Field – Engler Agri-Entrepreneurship Program

Overarching theme/conference titles possibilities:

- “How to Build an Entrepreneurial Nebraska: Nurturing Entrepreneurs Through Education/Community/Economic Development Collaboration
- How to Grow an Entrepreneurial Nebraska: Through Policy, Development, Education

Timing/Location

- October 10 or 25, 2015
- Innovation Campus-Lincoln

Sam Nelson shared that the Center for Entrepreneurship has been discussing a one-day summit based on the Intersect Conference, but to engage high school educators and not solely University focused.

(See November 19 Intersect/Startup Village Meeting Notes)

Target Number (Critical Mass of Participation)

- 200-300

Focus/Content Discussion:

- **Focus:** Best practices to help nurture entrepreneurs and entrepreneurship in Nebraska
- **Base Issue:** Entrepreneurship should be the dominant method of economic development versus attraction-based economics. Speakers will highlight the importance of this issue.
- **Format:** Start general with everyone to share proven framework (example was Network Kansas), examples of successful models and how they might fit into a similar framework or best practice models in their work
 - **Breakout Sessions:** Platform to allow attendees to discuss the issue and network with other individuals to facilitate growth beyond the event.
 - **“Deep Think” topics:** Discussed during lunch that would engage participants in exploring key issues tied to creating an “Entrepreneurial Nebraska”.
- **Outcome:** All stakeholders accepting better system of policy, practices and education to put entrepreneurship at the forefront of Nebraska
- **Planning Reminders:**
 - Leverage the combined energy and influence of the audience to move Nebraska forward on becoming “an entrepreneurial Nebraska.”
 - Summit would **not** be tactical (how to be an entrepreneur).
 - Reframe thinking about risk. Risk aversion has become greater and greater and is a definite problem in engaging educators to help youth and adults think of entrepreneurship as a career option at some point in their lives. Share insights based on recent research on risk mitigation that successful entrepreneurs incorporate into planning.
 - Vital to get Lincoln and Omaha Chambers of Commerce engaged in planning and/or promoting the Summit

Potential Target Themes/Sessions – Best Practices in....

- Connections/Collaborations
- Creating Entrepreneurial Communities
- Teaching Best Practices
 - Curriculum (Engagement; experiential learning; etc.)
 - Resources
 - Model Programs
- Social Entrepreneurship
- Nurturing Startups
- Intrapreneurship
- Identifying and nurturing high-potential entrepreneurs (Entrepreneurial StrengthsFinder?)

Target Audiences:

- Educators
 - Entrepreneurship Educators (7-12 Teachers, 2- and 4-Year Instructors)
 - UNL Extension
 - School Counselors
- Economic Developers/Chamber of Commerce staff
- Economic Development Districts
- Chamber of Commerce Staff
- Policy Makers
- Entrepreneurship Advocates

Specifically target and promote to schools who have are engaged in or have completed the reVISION process during the last 3 years.

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Planning Details:

- 1 Day conference on Friday, October 10 or October 25 (prior to Husker football home game)
- Target for registration numbers would be 200-300
- Opening keynote and/or panel to frame the discussion and spark dialogue
- Conclude by 3:00 with no closing speaker
- Concept of “60 Ideas in 60 minutes” or similar activity that would encourage participants to stand-up and share one best practice during the opening session
- Possible post-conference informal networking activity in the Railyard of the Haymarket similar to the Meet-Up held during Startup Lincoln Week

Funding Sources:

- Federal Reserve-Omaha Branch has offered Partner Support (cost of venue rental, logistics, breaks/meals)
- Others?
 - Sam mentioned he had individuals/organizations in mind to call on for \$ support.

Next Steps:

- Sam will go back to the UNL team to share the information from this meeting and see if they are on board to support the Summit.
- Next planning meeting to take place during the next *NETForce* meeting, Friday, January 23 from 9:30-3:00 at Innovation Campus in Lincoln. Details to follow.
- Site Selection & Logistics (Sam is checking availability and costs for Innovation Campus)
- Program/Speakers
- Funding/Sponsorships
- Decisions on registration costs and processes
 - Fee
 - Who/how to handle registration
 - Fiscal agent