

January 2008

Volume 4, Issue 1



A Quarterly Publication of the South Central Economic Development District - (308) 995-3190

Seeking Partners for Inventor and Entrepreneur Club

As the Business Facilitator for the South Central Economic Development District (SCEDD), Sharon Hueftle was looking to fill a gap in services for potential business owners. There was assistance for those with a solid idea to develop a business plan, and assistance with financial packaging, but nothing to help spark new ideas or encourage those with just an idea to pursue it. Then at the 2007 MarketPlace she heard Terry Whipple tell of an organization in Juneau County Wisconsin that brought together like-minded individuals to network and "create a contagious entrepreneurial environment in which persons wishing to investigate the potential of their ideas could do so within a supportive group of like minded individuals." He was speaking of the Inventors and Entrepreneurs Club (I&E), an environment that fosters a culture of innovation and entrepreneurship.

In South Central Nebraska, just like Wisconsin, there are numerous people who have a business or product idea but don't know the steps necessary to commercialize on the idea. Others experience multiple frustrations involved in starting and succeeding in business. Many potential entrepreneurs just sit on the sidelines with their ideas..... dreaming. The goal of an I&E Club is educating inventors and entrepreneurs to develop successful businesses while giving back to new members, entrepreneurs and the betterment of the community.

The South Central Economic Development District and the Rural Enterprise Assistance Project-REAP want to foster local grass-roots "clubs" that will host monthly educational and informational meetings where speakers provide information and participants discuss issues, find resources and network with people through an extremely efficient and cost effective platform. However, local assistance is needed.

The South Central Economic Development District and the Rural Enterprise Assistance Project-REAP are seeking a community, organization, or entity to partner with in the creation and development of an I & E Club to be operational by May 2008. Interested parties from the following counties will be considered: Adams, Buffalo, Clay, Franklin, Hall, Hamilton, Harlan, Merrick, Nuckolls, Phelps, and Webster.

Qualifications:

- Desire to foster the development of a culture of innovation and entrepreneurship
- Willingness to partner with SCEDD, REAP, and other resource providers
- Ability to champion a local concerted effort
- Enthusiasm for and commitment to the I&E Club

Responsibilities:

- Be the local contact
- Promote the I&E Club to new members
- Advertise Club meetings via press releases, posters, etc.
- Coordinate local logistics such as meeting room, refreshments, etc.

Rewards:

- Bringing together people with needs with those with knowledge and skill
- Encouraging your area residents to take risks and grow, therefore growing your local economy
- Gaining knowledge yourself and creating a learning environment for your residents

Role of SCEDD and REAP:

- Partner with the local group
- Recruit participants and resource providers
- Assist with initial organization of the club
- Provide speakers
- Assist with coordination and oversight of the meetings with the local partner

Board of Directors

Chairman

Jerrell Gerdes
Franklin County

Vice Chairman

Bob Humiston
Hall County

Secretary

Vincent Reyes
At Large

Treasurer

Rodale Emken
Phelps County

Board Members

Eldon Orthman
Adams County

Timothy Loewenstein
Buffalo County

Barb Barnett
Clay County

Wally Driewer
Hamilton County

Lonny Hanna
Harlan County

Rex Weller
Merrick County

Roger Watson
Nuckolls County

Laura Roybal
Webster County

Dr. Wayne Bell
Private Sector

James Gorman
Private Sector

Deborah Murray
Stakeholder Organization

Stu Wilsman
Private Sector

Merrill Duntz
At Large

Executive Director

Sharon Hueftle
sharonh@scedd.us

Newsletter Editor

Natalie Nelsen

Inventor and Entrepreneur Clubs (continued)

If you and your community, organization, entity, or friends are interested and would like to be considered for the first I&E Club facilitated by SCEDD and REAP in South Central Nebraska, please prepare a narrative addressing **why** your location should be selected, **who** the local partners are, **what** you're willing to commitment, and **how** and I&E Club fits in to the other activities in your region. Please send this narrative to Sharon Hueftle, 1320 Valerie Dr, Holdrege, NE 68949, by **February 28, 2008**. Onsite interviews with each applicant will be conducted in March. Questions can be directed to Sharon Hueftle, 308-995-3190, sharonh@scedd.us, or Dena Beck, 308-528-0060, denab@gtmc.net.

The South Central Economic Development District exists to develop and promote a positive economic climate, which supports regional growth.

SCEDD Seeking Community/Economic Development Professional

The South Central Economic Development District (SCEDD) is seeking a part-time, ambitious and energetic community/economic development professional to work with counties, communities, and regional organizations within the SCEDD service area. This home-based position will report to and is supervised by the Executive Director. Responsibilities include preparing and writing grant applications; administering CDBG and other state, federal and private grants; providing technical and professional assistance; and making presentations to boards, civic and community groups, and the general public. Travel within the Development District is required with some in-state travel for purposes of attending training sessions. A valid Nebraska driver's license and reliable transportation are required.

A Bachelor's degree in public administration, community or regional planning, business, organizational management, or a related field is preferred. Substantial experience that will enable the incumbent to possess the required knowledge, skills, and abilities may be substituted for the degree. Previous experience working with businesses, local governments, non-profit organizations, state and federal agencies, advisory committees, and citizen groups, and previous experience in public speaking and information delivery to groups would be beneficial. Excellent communication skills (both written and verbal) are necessary to succeed at this position. Other necessary skill sets include: organizational skills, critical thinking skills, and the ability to coordinate people and programs.

Please send a letter of application and resume to SCEDD, 1320 Valerie Drive, Holdrege, NE 68949. For questions regarding this position or a copy of the full job description, please call Sharon at 308-995-3190 or email sharonh@scedd.us.



Register for Marketplace Today

MarketPlace is a one-day event presented by the Center for Rural Affairs focused on strengthening small businesses and rural communities. The conference offers training, networking, and professional development for startup and existing small businesses, service providers, rural communities, and family farmers and ranchers. MarketPlace is February 27, 2008 in Columbus.

Early-Bird Registration has been extended to Feb. 15, 2008. MarketPlace is limited to 500, so reserve your spot now and save! For more details or to register go to:

<http://www.cfra.org/marketplace/home>.



News from the District

Succession Planning is Crucial for Ag Producers

A report from the University of Iowa states that 73% of Midwest farmers and ranchers do not have a succession plan for their operation. However, at some point, every owner leaves their business – voluntarily or otherwise. At that time, every owner wants to receive the maximum amount of money in order to accomplish personal, financial, and estate planning goals.

The PK Partnership, a grass roots coalition committed to provide educational opportunities within the Phelps and Kearney County area for potential and existing businesses, partnered with the South Central Economic Development District to deliver the message of the importance of transferring all businesses, including ag businesses, to producers in the area. Mark Scott, founder and owner of Outright Solutions of Omaha, spoke on the importance of succession planning years before an owner is ready to exit.

According to Mark Scott, “owners begin thinking about the Exit Planning process when two streams of thought begin to converge. The first stream is a feeling that you want to do something besides go to work everyday – either you would like to be someplace else – doing something else – or you simply no longer get the same kick out of doing what you are doing. The second stream is the general awareness that you are either approaching financial independence, or making significant strides toward reaching that goal, or can achieve financial independence by selling your business. When these two streams converge, thoughts flow inevitably towards exiting the business. Hopefully, when that happens, your Exit Plan is in place and you are actually able to leave the business when you want to. That, in a nutshell, is the purpose of Exit Planning – to leave your business on your terms and on your schedule.”

Scott addressed his seven steps to succession planning at a Business Succession for Ag Producers seminar held in Holdrege January 23. Forty farmers and ranchers, bankers, and service providers in attendance heard Scott identify these steps as: Step 1: Exit Objectives, Step 2: Valuation and Cash Flow; Step 3: Making the Business More Valuable, Step 4: Sale to Third Party, Step 5: Transfer to Co-owners or Family, Step 6: Business Continuity upon Death or Disability, Step 7: Wealth Preservation Plan.

For more information or to host a Business Succession Seminar in your community, contact the South Central Economic Development District.



Mark Scott presents at the Ag Succession workshop



Attendees take in information

Regional Revitalization through Community Development

The South Central Economic Development District and the Nebraska Development Network – Central Region are partnering to bring community development workshops to rural communities! Collaborating and partnering within regions to connect resources and local entities for community and economic development fulfills the Network’s vision of being a source of expertise for enhancing those opportunities in Central Nebraska.

The first of three planned Regional Revitalization through Community Development workshops will be held **Tuesday, March 25th in Franklin** at the Blackpowder Bar and Grill. The dinner meeting will begin at 5:30 PM; topics for the evening include:

Community Vision: Clare Gustin from Sunflower Electric Power Corp. of Hays, Kansas.

Rural Housing Issues and Programs: Chris Anderson, City Administrator, Central City

Agri/Eco-Tourism Opportunities: Karen Kollars and Tom Tabor with NE Dept of Tourism

The cost for the evening is \$15 per person which includes a roast beef dinner. Please pre-register by March 18 by contacting SCEDD at 308-995-3190 or sharonh@scedd.us.

Tip: 25 Principles of Success

As we continue to begin a New Year, here is some guidance that came across my desk for this coming year. Enjoy.

1. Integrity in everything.
2. Have specific pre-determined goals.
3. Have a plan to attain these goals - with deadlines.
4. Work hard - always.
5. Be enthusiastic in your work, for work is merely a state of mind.
6. Give more than you take.
7. Always say "Thank You" and mean it.
8. Treat customers with respect and show appreciation.
9. Do not assume anything.
10. Set a high level of standards for yourself - it is contagious.
11. Lead by example, not words.
12. Treat employees with respect and show appreciation.
13. Do not make excuses - give results.
14. If you are wrong, admit it.
15. Really, REALLY care about people.
16. Look neat and professional at all times.
17. Do not take short cuts.
18. Look for the correct way, not the easy way.
19. Have a thirst for knowledge and new ideas.
20. Always try to "better your best."
21. Never, NEVER give up - have guts and hang tough.
22. There is always a better way to do a better job...find it.
23. Find out what your real talents are and then use them.
24. Do not let money, greed or power control you.
25. Stop sometimes to "smell the roses."

**South Central
Economic
Development
District**

1320 Valerie Drive
Holdrege, NE
68949

PHONE:
308.995.3190

E-MAIL:
sharonh@scedd.us

We're on the Web!

See us at:

www.scedd.us



*On a Personal
Note.....*

If you're wondering what SCEDD's Executive Director has been up to in her spare time this last quarter - let me introduce my first grandbaby, Makenzie Gayle Nelsen. Makenzie was born November 2, 2007, and lives with her parents, Dr. Tom and Natalie Nelsen in Holdrege. Grandma is training her to answer calls for the District!



SCEDD Board tour of Hall County Jail Nov 29, 2007