

January 2009

Volume 5, Issue 1



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

Board of Directors

Chairman

Jerrell Gerdes
Franklin County

Vice Chairman

Bob Humiston
Hall County

Secretary

Laura Roybal
Webster County

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

Jim Buss
Kearney County

Rex Weller
Merrick County

Roger Watson
Nuckolls 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

UPCOMING EVENTS!

2009 is already shaping up to be a busy year!

Read the articles below to learn more about these upcoming events:

January 8	Hamilton EDGE classes begin, Aurora
January 19	PK Partnership hosts the first I&E Club meeting, Minden
January 26	PK Partnership welcomes Marian Beethe, with the Nebraska Department of Agriculture, Holdrege
February 3-4	Agri/Eco-Tourism Workshop, North Platte
February 16	I&E Club meeting, Holdrege
February 25	MarketPlace 2009, North Platte
March 16	I&E Club meeting, Minden
April	Regional Revitalization through Community Development Workshop (<i>location tbd</i>)
August	RRCD workshop (<i>location tbd</i>)
October	RRCD workshop (<i>location tbd</i>)

2008 in Review

2008 was a fantastic year for SCEDD. The organization kept busy by co-hosting an array of events, business succession workshops, town hall meetings, and RRCD workshops. Along with these accomplishments, SCEDD was also busy working on the Comprehensive Economic Development Strategy (CEDS), which was submitted to the Economic Development Administration in October.

During the course of the year, the SCEDD region was recipient to financial assistance in several forms, including two RBEG grants awarded to SCEDD, an EDA Disaster Recovery grant, a CDAA Tax Credit awarded to Palmer, a BECA grant awarded to the partnership of Red Cloud and Guide Rock, a BECA grant awarded to the partnership of Phelps County and Funk, and a USDA Rural Development grant awarded to Riverton.

SCEDD would like to thank everyone who helped in making 2008 a success, and sends wishes for an even better 2009!

I&E Club Inaugural Meeting Monday, January 19, 2009

Inventors, Innovators and Entrepreneurs looking for a contagious entrepreneurial environment where you can investigate the potential of your idea within a supportive group of like-minded individuals - this is the place for you!

The inaugural meeting is at 6:00 PM Monday, January 19, at the Minden Fire Hall. Monthly meetings will provide education and information, expert speaker, and opportunities to network with peers and resource providers.

For more information [Contact Us](#) or call 308-995-4148 or 308-830-3206.

1st Annual Governor’s Conference was Huge Success

The Nebraska Community Improvement Program (NCIP) and the Partnership for Rural Nebraska (PRN) joined forces to host the 1st Annual Governor’s Conference in Kearney November 14th and 15th. The theme of the event was “Renewable Nebraska,” with a focus on building the leadership, community, and economic development capacity in rural Nebraska in order to help create a more sustainable state.

The Friday conference featured breakout sessions and networking periods, along with two speakers focusing on community development. Keynote speaker Richard Karlgaard, author of *Life 2.0* and publisher of *Forbes* magazine, shared the secrets of thriving rural communities, pointing out the importance of cultivating local entrepreneurship, access to the region, and attracting and retaining youth. Luncheon speaker Matt Deighton, mayor of Greensburg, Kansas, discussed the importance of community and volunteer support that has helped to rebuild Greensburg, as well as the decision by community leaders to rebuild “green.”

Friday’s conference was preceded by two well attended mobile workshops held on Thursday. Thanks to the variety of information provided at the conference, participants interested in any area of community development were sure to gain insight into the issues common to rural communities. In all, the 1st Annual Governor’s Conference was a huge success, enjoyed by all who attended.



Luncheon speaker Matt Deighton, Mayor of Greensburg, Kansas

SCEDD Receives “Connecting Nebraska” Award

As part of the Governor’s Conference held in Kearney November 14th and 15th, the Partnership for Rural Nebraska and regional networks bestowed Connecting Nebraska awards to individuals, businesses and collaborative partnerships that have significantly impacted their regions this past year.

As executive director of the South Central Economic Development District, Hueftle was recipient of the “Central Award,” as recognition for the work she has done with many communities in her 12-county area on a variety of economic development issues and community projects.

Hueftle was also recognized because of the role she played in undertaking a recent regional survey that has been used to develop strategic plans for the development district, Trailblazer RC&D and South Central Nebraska RC&D. She was also instrumental in the reactivation of the Central Nebraska Development Network which was inactive for about two years. The Network now holds regular meetings and has sponsored three workshops on Regional Revitalization through Community Development.

Our thanks to Sharon for all of her hard work and dedication to the SCEDD region!



Sharon Hueftle receiving award from Jim Keeler of NMPP Energy

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



News from the District

Imagining Guide Rock's Future: Setting Priorities for Community Improvement

Sharon Hueftle and Melissa Vinzant of the South Central Economic Development District (SCEDD) and Linda Black of the Nebraska Department of Economic Development (DED) facilitated the Appreciative Inquiry process during a Town Hall meeting in Guide Rock, Monday, November 24, 2008. This meeting was sponsored by SCEDD and the Village of Guide Rock. Supper was provided by the Community Club and the Guide Rock State Bank. A total of 35 people participated in the meeting.

Appreciative Inquiry encourages patrons to look at past successes in the community and use the lessons learned from these successes to propel the community into the future. The process leads participants through developing priorities, implementing plans, building consensus and collaboration and increasing visibility of community projects.

Guide Rock participants first discuss past successes, and the lessons learned from those successes. They then listed priorities to be addressed in the immediate future. From those priorities, three task forces were established to begin immediate action in the areas of Consolidation of Community Buildings, Town Clean up/Fix up, and Business Retention. The task forces will meet regularly to carry out their goals for community improvement.

Register for Marketplace Today!

MarketPlace is a one-day event presented by the Center for Rural Affairs, with a focus on energizing 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. Participants will learn vital business skills, network with other entrepreneurs and service providers, and discover ideas that work for small businesses and communities. Plan to attend MarketPlace 2009, February 25, 2009 in North Platte.

Early registrations run through February 11, after that prices double! For more details or to register, visit: <http://www.cfra.org/marketplace/home>.

2009 Governor's Agri/Eco-Tourism Workshop

The 2009 Governor's Agri/Eco-Tourism Workshop will be held February 3–4 in North Platte at the Sandhills Convention Center. Learn how to get the most out of your land, gain new industry knowledge, get fresh marketing ideas, find financial opportunities, and network with potential partners.

The workshop includes general sessions, break-out sessions, and networking opportunities as well as industry exhibitor booths featuring new products and programs essential to your business. Keynote speakers are Ross Ament, president of Ament Associates Inc., which offers leadership services to associations, corporations, and tourism organizations; and Greg Wagner, the public information officer and manager for the Nebraska Game and parks Commission's Omaha-Metro Area Office. "A Taste of Nebraska Agri-Tourism" networking event on Tuesday evening will offer samples of Nebraska wines, beers, and an array of fabulous home-grown/homemade foods. Take advantage of this networking event to partner and cross-market with others within Nebraska.

For more information, or to register to attend this agri/eco-tourism workshop, visit http://industry.visitnebraska.org/index.php?option=com_content&task=view&id=393&Itemid=697.

EDGE Class Starting Soon

The Hamilton Strategic EDGE program, serving Hamilton, Adams, Clay, Hall, Howard, Merrick and York counties, begins Thursday, January 8th. This community-based entrepreneurial training program is designed to encourage the expansion of small businesses. The course is perfect for people in all stages of business, including those in start-up mode and those who are trying to manage the growth and evolution of an existing business. Anyone interested in attending is encouraged to contact Alesa Johnson, EDGE Coordinator at EDGEmanager@hamilton.net or 402-631-7299. For a class schedule or to learn more, please visit Regional NebraskaEDGE information under "Training and Opportunities" at <http://www.scedd.us/edge.asp>.

Space is still available, register today!

BECA Grants Awarded

Gov. Dave Heineman announced funding for partnerships through the Building Entrepreneurial Communities Act (BECA), which supports regional economic and community development partnerships in rural areas of the state. Part of the Nebraska Advantage incentive package, the program is administered by the Nebraska Rural Development Commission. Among projects receiving grants were the following regional partnerships:

Comprehensive Marketing Strategy for Red Cloud & Guide Rock, a partnership between the city of Red Cloud and village of Guide Rock, receives \$32,355 to implement a comprehensive marketing strategy encouraging economic growth and promoting regional businesses.

Phelps County Marketing Campaign, a partnership between Phelps County and the village of Funk, receives \$36,315 for a marketing campaign to recruit alumni and others with compelling local connections to move back to the area. Phelps County Development Corporation and the Holdrege Area Chamber of Commerce will provide matching funds.

Congratulations to both partnerships on a job well done!

**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

Nebraska Dept. of Ag Staff Addresses Ag Future January 26 in Minden

Agriculture is a large part of our lifestyle and our economy in south central Nebraska. PK Partnership is bringing information about the next generation of Ag producers along with options for transitioning and enhancing our economy. The program will be information from Marian Beethe, the Administrator of the Farm Mediation Service and the Beginning Farmer Program for the Nebraska Department of Agriculture. "Mrs. Beethe's presentation is good information not only for current producers and young farmers, but also tax consultants, attorneys, and bankers," says Dena Beck of REAP and PK Partnership. "Both the Farm Mediation and Beginning Farmer Programs are based around strategic planning options which emphasize the importance of developing goals, strengthening relationships and envisioning a promising future. Each operation is different and it's important to find what works best for you," states Beethe.

The workshop will take place at Red River restaurant (548 N Minden Avenue) in Minden and begin with a social at 6:00. Preregistration is requested by January 22, 2009 and forms are available at the Minden and Holdrege Chambers of Commerce or from any PK Partnership member. For more information, visit our website at <http://www.scedd.us/edge.asp>.

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 Regional Revitalization through Community Development workshops are scheduled to be held in April, August, and October, with one of those workshop opportunities being available to the SCEDD region. If your community or organization is interested in hosting a workshop, please contact SCEDD by email at sharonh@scedd.us or by phone at 308-995-3190. Topics of workshops will be tailored to the needs of the communities in the region where the workshop will be held.