

NETForce Meeting

Monday, September 22, 2017

Informal Networking – 9:00-9:30 a.m. (CST)

Meeting – 9:30 a.m. (CST) – 2:45 p.m. (CST)

**Ockinga Building
2505 20th Avenue
Kearney, NE**

The meeting convened at 9:30 a.m.

Nancy Eberle called the meeting to order.

Present: Janelle Anderson Ehrke, Charles Beck, April Bell, Steve Bors, Monica Braun, Gregg Christensen, Nancy Eberle, Kathy Eitzmann, Aliese Hoffman, Shawn Kaskie, Gene Knapp, Doris Lux, Jim Reiff, Marilyn Schlake, Jeff Smeltzer were present on-site. Attending by Zoom were Connie Hancock, Judy Amoo, Rich Claussen, Linda Hartman, Don Hulme, and Craig Schroeder participated via Zoom.

Everyone was asked to introduce themselves.

Minutes

The minutes were distributed in advance and made available via the Google Drive folder).

Doris Lux moved, Steve Bors seconded to accept the minutes. Motion passed.

Awards Review

Gregg reviewed the criteria for the three awards and noted that the turnaround time was very short this year. Also, the Nebraska Department of Education is revamping its website, and it is currently not possible to add content or make changes to existing content, so it is not certain that the Awards Criteria (unchanged from 2016) can be posted on the site. The criteria and sample nomination form will be sent to all NETForce members with a link to a Google form so that nominations can be submitted. That link is <https://goo.gl/ThdK5A>.

Eco-System Prospectus

Connie Hancock introduced herself and mentioned two grants that they are working with (National Science Foundation and Nebraska Library Commission). Just now getting the first round of libraries selected. Waiting for the big announcement of 17 cities that will be hosting the mobile maker spaces in 2017-18. Will have many different types of equipment.

With leadership of Don Macke and Cathy Lang, conversations have been taking place about a Nebraska entrepreneurial ecosystem. Seeking input if there is a need and asking who would like to become involved.

The name that has been selected is NEED. It is a statewide and community based entrepreneurial ecosystem in Nebraska! Focused on employing lessons learned from Kansas and Kansas City to bring US

SourceLink and NetWork Kansas to Nebraska. Opportunity to do better by modeling. The energy right now is to make this happen.

The group agreed that we don't want to let it be led by any one entity. They are looking for partners.

How to get engaged? Prospectus has been shared. <https://goo.gl/t5yvt0>

Connie was asked if they have talked with multiple entities, including but not limited to DED, Nebraska Diplomats, Shane Farritor and Steve Keim, DOL, Partnership for Rural Nebraska, Nebraska Bankers Association, OPPD.

The core group Cathy Lang, Don Macke, Randy Cantrell, Chuck Hibberd, Keith Ellis, Connie Hancock.

Can it be started internally is a key question.

Doris suggested involving the community colleges and SCORE.

Judy Amoo suggested reaching out to Greg Adams.

Gene Knapp is the contact for SCORE.

Gregg suggested engaging all the Centers for Entrepreneurship at the universities and state colleges. Gregg also offered to be a collaborating partner to represent the K-12 public schools.

Phase 1 would need \$300,000 as a target.

The vision/purpose is to create a one-stop shop for all of our communities to help develop the entrepreneurial mindset to help local communities find just in time information via the platform.

Questions asked was "Could this take the place of Nebraskaentrepreneur or could it be merged into this system."

Shawn mentioned that it is troubling that the call center would be based in Kansas. Shawn suggested that we go to regional nodes of Nebraska centers, linking them. It was the strong consensus of the group that the call center should **NOT** be hosted outside of Nebraska! There was a great deal of discussion on this and the group was adamant about keeping the services based in Nebraska.

Connie mentioned they have been having conversations with Partnership for Rural Nebraska.

They are hoping to launch something by January.

NBDC is going to host the website platform.

Extension would donate some CVI staffing.

Don and Cathy have reached out to foundations in our state.

How do you see NETForce's involvement?

There was some angst that NETForce was not contacted earlier. We have been in existence and a major impact player in bringing together entrepreneurship educators (K-12, 2 year and 4 year postsecondary),

Entrepreneurship Centers/Incubators, economic developers and Extension, to name a few. Why were we not engaged or involved in the discussion from the start?

Strong recommendations included:

- NETForce would like to have someone from the group as a liaison.
- Liaison would be involved via periodic conference calls.
- We need to determine a NETForce person or persons to serve as liaison(s).
- Doris Lux (Central Community College-Columbus and Steve Bors, Director of the SCC Entrepreneurship Center offered to be liaisons on behalf of the community colleges. Gregg offered to be liaison on behalf of K-12.

Angie Fransk-Kearney High School Career Academies

Angie is the Kearney Public Schools Career Education Coordinator.

They have been working with Junior Achievement as a major partner for infusing entrepreneurship concepts and activities. They are also piloting some things with job shadowing.

Advisory teams have been established to help assure that programs of study to reflect what the community of Kearney

They use Nebraska Career Connections assessment tools (skills, work values, and interests) with students. Nebraska Career Connections is a free website sponsored and paid for by the Nebraska Department of Education) that is used by K-12 schools with students and the Department of Labor with their clients.

Kearney wants students to know “who they are.”

Angie showed the KPS Career Education Framework draft to the group.

Awareness – Interest & Aptitude – SLC Selection – Exploration – Application

(Elementary) (Middle School) (High School-----)

She mentioned a partnership they have with Blueprint Industries for their Skilled and Technical Sciences students.

Central Community College is giving a \$1000 incentive and the Economic Development Council offers \$1500 incentive for a cadre of KPS students who enter CCC with the ultimate goal to serve as an employee cadre for Blueprint.

Daniel Chaffin’s UNK Experiential Entrepreneurship Class Presentations

Pitches were made by four student partnership businesses:

- University Sound
- Loper Vinyl
- Competition Incorporated
- Brewed Awakening Coffee Cart

All members of the class were present to hear the pitches. NETForce members were able to ask questions following each of the pitches. The students did an excellent job. A key component of the class is that they must come up with the idea for a business, start it and close it within the semester of the class.

Kearney Area Entrepreneurs

Sara Giboney (Sweet Success Health Coaching) and Lauren Bonk (The Curtain and Pen) shared information about the Kearney Area Entrepreneurs and how they were created.

Sweet Success Health Coaching focuses on skipping the diet and changing the life instead.

The Curtain and Pen provides copywriting services.

KAE was created because they realized it would be nice to have a support system in place that is accessible, inexpensive (free) and a great resource for information sharing and networking. The opportunity to meet other people going through the same struggles they are is highly valued.

They have a Facebook page and meet the third Tuesday of every month on a rotating basis in the evening. They rely on the goodwill of local businesses to provide the venue and refreshments.

Each meeting they bring in an expert, primarily informal but some formal presentations

They have also had graduate students talk about legal issues as well as the Dept of Revenue talking about taxes. Other topics have been on financial management and work/life balance.

They think of KAE as a bridge to the Kearney Area Chamber of Commerce.

Liaison Discussion for NEED Eco-system

Doris and Steve are interested in being liaison; they will discuss with each other and decide on how best to offer their assistance and input.

Gregg volunteered to be a liaison representing K-12 Career and Technical Education programs & career academies.

Shawn volunteered to offer ideas based on the Central Region node concept.

Janell commented that there should be outreach to libraries.

Doris moved that NETForce will develop a statement of issues that NETforce members would like to be brought to the table for consideration and action by the NEED team. Monica seconded. Motion passed unanimously.

Jim Reiff-Nebraska Enterprise Fund

- Still trying to help anyone needing funding
- October 19th they are hosting Startup to Success
 - Two round tables, with keynote speaker
- Jim was asked to send the link to everyone
- Every other Wednesday NEF will be in Columbus helping the Hispanic population.
- NEF will be setting up Business Acceleration in Kearney or Grand Island.
- Two efforts in Omaha were mentioned. They are joining with the Entrepreneurship Collaborative to host joint events. No More Empty Pots will be a new collaboration (they have a commercial kitchen) to connect food entrepreneurs to catering opportunities

Janell Anderson-Grow Nebraska

- Grow Nebraska is still conducting their Third Thursday calls.
- Next month's call will be on food labeling.
- MarkeTech will be March 15 at the Younes Center in Kearney. Keynotes on Instagram will be part of the program.

Jeff Smeltzer-McCook Community College

- The Biz Launch Weekend is an event for participants to turn an idea into a business.
- They spend a day and a half learning bite-sized lessons and receive individual coaching from mentors throughout the event.
- By the end of the event, you will have a lean business model to share with potential investors and could earn a \$1,000 business grant to help make your idea happen.
- Anyone in the seven counties of Southwest Nebraska (Chase, Dundy, Frontier, Hitchcock, Hayes, Red Willow, and Furnas) is able to attend. This is intended for people who have a business idea that want help developing it.
- Biz Launch Weekend will be held at McCook Community College on Friday, January 19th 2018 from 5:00-8:00 p.m. CT and Saturday, January 20th 2018 from 9:00 a.m.-8:00 p.m. CT. If you register, you are expected to attend the entire event. Contact: Lena Koebel, koebell@mpcc.edu or 308-345-8124

Shawn Kaskie-Rural Futures Institute

- Shawn mentioned that he is now 80% time with the Rural Futures Institute.
- There are 26 RFI Fellows this year. One is from Brazil.

Monica Bran-REAP

- REAP will be offering a Business Plan Basics Course in multiple locations:
 - South Sioux City--September 25-29
 - Ogallala--September 26-October 24. Partnering with Keith County Economic Development
 - Loup City--October 4-November 1. Partnering with Sherman County Economic Development, Inc. and Central Nebraska Economic Development District
- Online Marketing Strategies and Facebook for Business will be offered at Central City, October 4. Partnering with the Central City Chamber of Commerce
- QuickBooks will be offered as follows:
 - Atkinson, October 25. Partnering with Holt County Economic Development
 - Scottsbluff, October 28, November 8, December 6 and 20
 - Chadron, November 1
- Veterans Start up Business Workshop, Kearney, October 31. Partnering with District SBA, NBDC, VBOC, GROW Nebraska and REAP WBC
- Start Up Business Basics, Hastings, Nov. 15. Partnering with the District SBA Office.

Aliese Hoffman-UNK CERD

- Tri City Economic Forum (see postcard) will be held Friday, October 6, 2017 at the Bosselman's Conference Center, Fonner Park in Grand Island.
- New Venture Adventure will be conducted for 130 high school students on Tuesday, October 10, 2017.
- Central Nebraska Startup Week is a major event this year with the Big Idea Contest starting the week. Entries are due October 9; live event is on November 1st.
- They have added categories; Middle School, High School, College and Adult
- Aliese shared copies of Open for Business magazine. College students wrote the articles

Charles Beck-NBDC

- Intensive Business Development Project will be conducted in Beatrice the beginning of November.
- Their Professional Organizational Development (POD) Group is working with certificate and non-credit programs.
- The Export Consultant has been focusing on market research for small businesses, and participated in the Governor's Trade Delegation to Japan.
- The PTAC Program has been providing assistance for companies interested in providing hurricane response assistance, as well as resources to help companies become compliant with NIST 800-171 cyber-security requirements.
- Meet the Buyers Conference will be October 19 and another on the 20th.
 - 8 or 9 agencies confirmed so far to participate
- November 3, Government procurement conference
- See the NBDC Activity Report for more detailed information about their activities.

Nancy Eberle-YEBO Team

- YEBO is piloting elementary curriculum (TEC Box)
- Inventure Day is designed for middle-school aged youth and is a day-long field trip during which they get a widget and do a quick pitch
- ESI pilot is now digital and is being piloted.
- It's ESI on "steroids"
- ESI Capitol Contest will be offered again on January 17th.
- Applications will be open with max of 18

Doris Lux – CCC-Columbus and EntreED

- EntreED Conference (November 3-5)
- Working with 27 incubator businesses
- Table talks through SCORE are still being offered
- New program with chamber called Mentorship program
- They finished Community Connections and have new businesses in each of the communities
- The EIA program starts in October, finishing in April.
- They will also be hosting ESI Camps again.
- Intro to Entrepreneurship classes are busting at the seams (It is a transfer gen ed class)
- An Entrepreneurship workshop, 8 week program is being offered.
- Doris is working with Scotus Central Catholic in the start of a STEAM program.

Gene Knapp-SCORE

- SCORE is an all-volunteer organization that will help entrepreneurs start.
- SCORE currently has members in Columbus, Omaha, Lincoln, Scottsbluff, Hastings, Beatrice, Nebraska City, and Norfolk.
- Want to reach out to other locales as well
- There is a new volunteer in Kearney
- SCORE is offering business round tables

Steve Bors-Southeast Community College Entrepreneurship Center

- They have rebranded the weekly coffees to Perk Up Thursday. The format is to have a speaker and networking time.
- They have also rebranded the Incubator space and they are now Focus Suites. This has been a positive move and they now have 18 resident businesses, up from 10.
- The SCC Entrepreneurship Center team is excited about the diversity (3 senior businesses as well as ethnic and sexual orientation diversity).
- Want to do a series of workshops using distance learning equipment to the SCC learning centers
- Steve now reports to Kathy Eitzmann rather than Dennis Headrick.

Kathy Eitzmann-Southeast Community College

- Kathy elaborated on the Perk Up Thursday concept. A local company sponsors the coffees. Speakers bring in treats.
- The entrepreneurs really want to start businesses and get ideas from the talks

Craig Schroeder

- Craig continues his work in Colorado on Youth Entrepreneurship Initiative.

Judy Amoo-Western Nebraska Community College

- Tim Mittan talked about the book he wrote to the MasterMinds group.
- September 8th hosted Fiber Fair (ending this year)
- September 21st (Scottsbluff MasterMinds met and heard from the owner of the local Runza and also discussed issues).
- Gallup StrengthsFinder Trainings continue.
- Local Episcopal Church will have her conduct StrengthsFinder training as well.
- The DECA Regional Conference will be hosted at WNCC.
- Young Professionals is hosting quarterly Pathways to Success Event.
- WNCC submitted two library letters of support for the Mobile Maker Space program.
- On an extremely sad note, Judy's position has been eliminated at WNCC. She plans to continue to stay in Scottsbluff since their family goes back four generations in the community.

Don Hulme-CCC-Hastings

- The Introduction to Entrepreneurship class continues with 23 students in the Fall 2017 Semester. A rescheduling of classes to open time aided in the increase in students.
- The SCORE Seminar, "Simple Steps to a Well Run Business" was presented by Mike Bitter on June 21st, at the Hastings Chamber of Commerce Office with 10 people attending. Additional seminars are planned.
- The Incubator continues with the Auction House tenant, holding two auctions per month. The vacant Incubator space is currently being advertised.
- Planning continues for a different type of Incubator; with a Maker-Space program to open in the Hastings Library in October.
- The SBI loan program completed an additional start-up loan for a local business.
- Entrepreneurial and Counseling activities continue with 9 small businesses.

Nancy Eberle-Best Practices Summit

- Registration and schedule at a glance were shared with the group.
- An overview of the agenda was provided.
- A high priority now is to get full information on the website.
- Andy Stoll with Kauffman Foundation will talk about their strategies (interaction planned).
- Breakout sessions were chosen based on an RFP.
 - 4 breakouts in the morning
 - 5 breakouts from 11:20-12:15
- Preliminary budget is based on 140 registrants.
- Some sponsorships have come in (UNK-\$500 and underwrite videographer)
- Extension will underwrite registration from; NPPD, etc.
- DED (Linda Black) has pledged \$1,000 in sponsorship.

Gregg Christensen-Nebraska Department of Education

- Communications and outreach efforts continue using the Entrepreneurship Listserv, Twitter, and Nebraska Department of Education website. NETForce participants are encouraged to sign up for the listserv as well as to follow the Twitter account.
 - **Entrepreneurship Listserv** - <http://lists.k12.ne.us/www/subscribe/entre-ed>
 - **Twitter** - @NDE_EntreED – Tweets and retweets related to entrepreneurship and entrepreneurship education in Nebraska and beyond. Currently 167 followers.
 - **Nebraska Entrepreneurship Education website** - <https://www.education.ne.gov/entreped/>
- The Entrepreneurship Events, Conferences and Competition flyer for 2017-18 is printed and available for use. Round 5 of the Nebraska Career Tours videos filming is underway. In production for 2018 are the career clusters of Government & Public Administration and Law, Public Safety, Corrections & Security. New businesses will be added for the Agriculture, Food & Natural Resources; Manufacturing; Energy & Engineering; and Information Technology clusters.
- reVISION continues to be a highly productive strategic planning process for Nebraska and has received national attention, including an article in the New York Times. A flyer describing reVISION was made available with the Activity Reports.
- The annual Nebraska Career Education Conference will be held in Kearney, June 4-7, 2018. The conference is focused on engaging keynote speakers, best practices breakout sessions and multiple tours and luncheon/banquet events. Attendance each year exceeds 600 CTE teachers, school counselors, administrators and CTE advocates.

Rich Claussen-Prosper Lincoln

- His role is Accelerating the Momentum-Prosper Lincoln
- He took on this role after a 30 year career with Bailey Lauerman
- Prosper Lincoln offered him position as Ambassador for Innovation & Entrepreneurship
- Discussion moved to the Statewide Competition
 - A question was how could we have competitions in towns using Big Idea Kearney concept with the top winners from those markets competing at the State Fair
 - The winning state innovation team could be awarded statewide recognition.
- Goal is to celebrate innovation and entrepreneurship
- Doris asked is it just for innovation or the whole realm of startups.
- Rich believes that innovation and entrepreneurship are conjoined.
- Another concept proposed was to pose 1-3 challenges that people would respond to for the competition

Winter Meeting

- Doris Lux offered to host the January meeting on January 12.
- Columbus High School CHS is willing to give us a tour of their CHS STEM area. Heidi Elliott is the person Doris visited with.
- She is flexible that day but does not want to host, because they use all their rooms throughout the day. Her suggestion was to start at CHS with a tour.
- Doris thought we might finish there instead. It is the last day of the quarter term for them.
- It would take about one and half hours for the tour with questions and would be a Walk and Talk Tour. Since we will be close to campus, she could offer a room there and we could eat at the campus cafeteria.
- She also suggested that we tour the new Manufacturing/STEM building. It is awesome.

Spring Meeting

- Steve Bors has booked the York Learning Center in the Holthus Center for the April 13, 2018 meeting.

Respectfully submitted

Gregg Christensen, Secretary

DRAFT