



NEBRASKA EXTENSION

IMPACT 2017



CHH program works with community partners to help retailers expand their product offerings to stock healthier items. Once the products are available, Choose Healthy Here programming is delivered to the community through store promotion and marketing, community outreach and nutrition education, youth-oriented activities, store support, and in-store activities.

- ✓ 5 Latino business participated at Grand Island and Hastings
- ✓ 222 Community members attended promotional events at the stores
- ✓ Educational trainings to the business owners on Food Safety, MyPlate, and Facebook for Business were delivered.



BUSINESS TOUR

- ✓ 15 Community members participated
- ✓ 12 Latino Business involved and trained on customer services
- ✓ Facilitated integration and communication among clients and businesses
- ✓ Raised awareness on existing Small Businesses

"I learn less mess is less stress"
-Latino Owner

"Thank you for introducing us to Hispanic businesses, it would be great to offer more of these tours to others" -Business Tour Participant

"Continous training is important for me as a personal growth. The coffee table sessions helped with my growth."
-Latino Owner business



NETWORKING

- Conexiones
- Entrenamiento
- Intereses en Común
- Internet
- Intercambio de Tarjetas
- Oportunidades
- Relaciones

COFFEE TABLE

SEGUNDO SÁBADO DE CADA MES
9:00AM - 10:00AM

Informal monthly "Coffee Tables" for instruction and networking with the Latino Business Network



2017 REAP Latino Business Center Partner of the Year Award
 2017 NACDEP North Central First Place Region Award –Diversity Award
 2017 NACDEP National Award –Diversity Award
 NACDEP (National Association of Community Development Extension Professionals)



Visit hall.unl.edu for more information.

Nebraska Extension-Hall County

3180 W Hwy 34, Grand Island, NE 68801 ☎ 308-385-5088

✉ hall-county@unl.edu f Nebraska Extension In Hall County t @unlextension





Latino Small Business Program 2017

A Community Vitality Initiative (CVI) in Hall, Adams, Buffalo, and Dawson Counties



✓ **Business Startups Created 2017:**

- **50 startups:** Grand Island (38), Lexington (2), Hastings (3), Aurora (2), Cozad (1), Lincoln (1), Nebraska City (1), and Polk (2).

✓ **One on One Technical Support Provided:**

- More than 25 walk-in consultations per month
- Business Counseling on Marketing and Budgeting to more than 7 existing businesses
- Licensing support for auto dealers (2), liquor (2), building permits (12), food inspections (11)
- Support and referrals for Financial Assistance REAP Loans (23)
- Mentoring Program (3 participants)
- **10 Business Plans** developed
- Connecting and referring entrepreneurs with agencies, existing business owners, and resources.



✓ **Workshops Developed:**

- Monthly educational programs in their own language on Marketing, Financing and Accounting, Taxes, Food Safety, Computer Basics, Organization of Files for business, and Quickbooks.
- Speakers included lawyers, insurance companies, and health agency representatives.
- Two Trainings and Individual Clinics on Sales Taxes in Grand Island and Lexington
- UNL College Law clinic in Grand Island

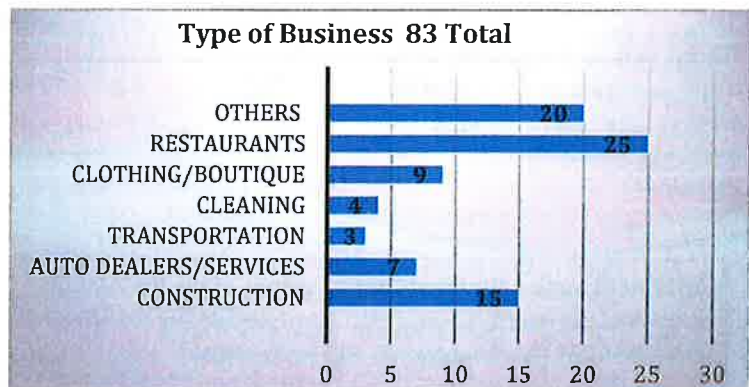
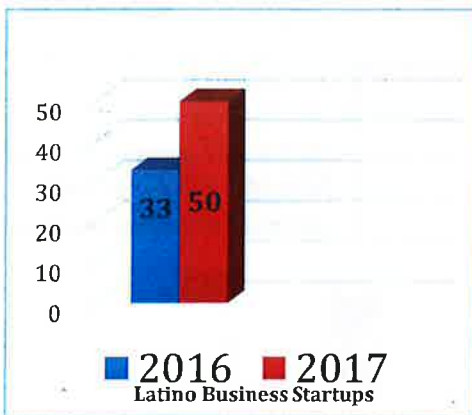


✓ **Partnerships Strengthened and Created with:**

- SBA Cozad Depvep (6 participants), ESL Public Schools Crete (23 participants), Centro Hispano Columbus (6 participants), Nebraska Revenue "Sales Taxes" training and individual clinics (15 participants), Central District Health Department training on Food Safety (14) participants.

✓ **Youth Reached:**

Summer program at GIPS "Be your own Boss" (323) youth participants



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Starting a Business? Looking for Help? Try Extension!

Extension offices across the state have the capacity to help small business owners.

EDUCATION

BUSINESS COUNSELING

CONNECTIONS AND NETWORKING

Educational Programs and Workshops:

- Budgeting
- Marketing
- Basic Accounting
- Sales Tax
- Occupation Tax
- Files Organization
- E tailing
- Computer Basics
- Quicken
- Facebook for Business
- Business Plans
- Insurance

Support:

- Individual Counseling according to your needs.
- Process of setting up a new business
- Tax Forms
- Business Licenses
- Professional Connections with Experts in each area.

Networking:

- Monthly Coffee Tables
- Connections with local resources
- Referrals
- Mentoring Program
- Business Tour

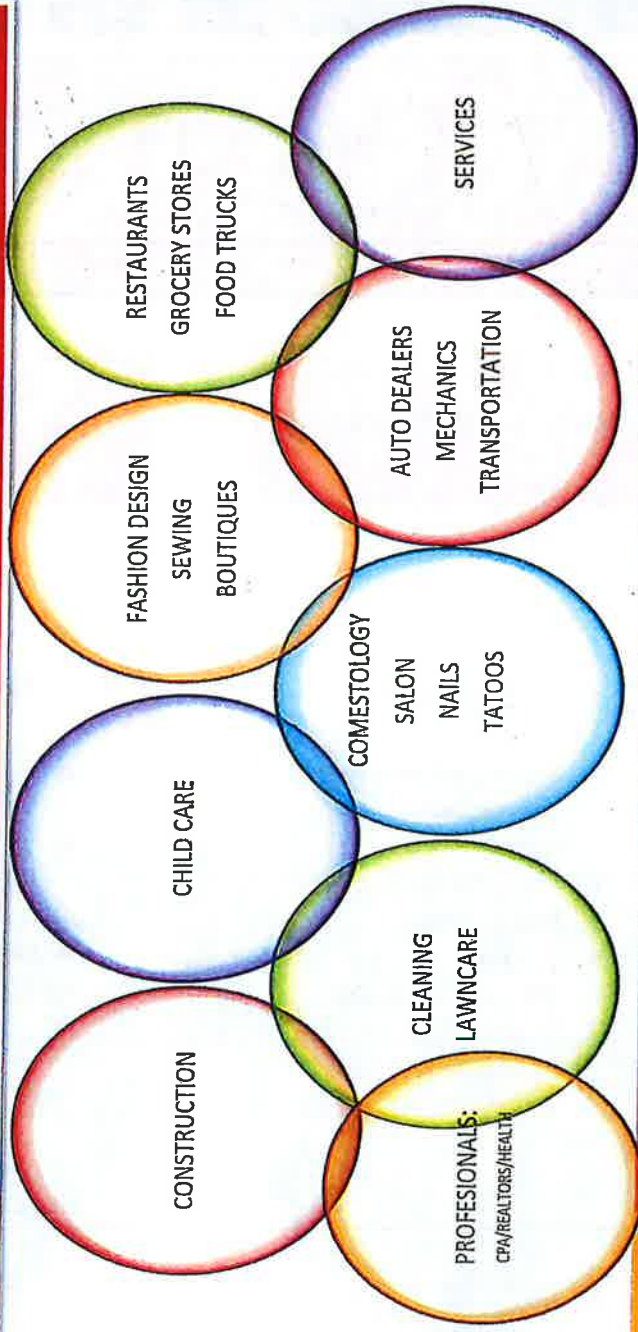
GROWING NEBRASKA
BUSINESSES



BILINGUAL CVI EDUCATORS WILL HELP YOU!
FOR FREE ASISTANCE ESPAÑOL CALL US:
SANDRA BARRERA 308-385-5088



CVI - ACADEMIC PROGRAMS



CVI LATINO SMALL BUSINESS PROGRAM

