

NEBRASKA DEVELOPMENT NEWS

Nebraska Department of Economic Development
P.O. Box 94666, Lincoln, NE 68509-4666

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May 2004

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Valentine breaks ground for building, welcomes new tenant

City officials recently broke ground for a 20,000 sq ft building and welcomed the new business that will fill it. Radiant Systems, Inc., a manufacturer of electric heating units, will occupy the building.

Governor Mike Johanns and Richard Baier, DED director, attended the groundbreaking ceremony and praised the community for its initiative. "Valentine is taking the right steps to attract business and improve its local economy," Johanns said.

Valentine City Manager Norma Jean New said the community received \$186,000 in Community Development Block Grant funding to help finance the new building. "As a result of that program and the hard work of a lot of people, we will have a new business and more jobs in Valentine that might have otherwise left the state," she said.

Radiant Systems will occupy the entire building and provide eight jobs. The company manufactures and assembles electric heating units, under the brand name of "Comfort Cove," for commercial and residential use. Kirk Sharp, owner and president of Radiant Systems, said he had considered moving his company to South Dakota. "Nebraska worked very hard to keep me in the state," he said.

Sharp said Bob Gustafson of First National Bank of Valentine, as well as officials from Nebraska Public Power District and DED, were instrumental in his decision to stay in Nebraska. "I hope to not only stay here, but grow the business," he said.

The building is located on Hwy 20 on the west edge of Valentine. Radiant will move in as soon as the building is constructed, which should take about six months, New said.

Call for participation: Nebraska Alumni Celebration

Does your company or community have jobs that need filling? Do you see future employment needs on the horizon?

Be part of an exciting fall event showcasing all the amenities that Nebraska has to offer its college and university alumnus living throughout Colorado's Front Range who may be considering a move back to Nebraska: readily available jobs in a variety of industries; services and assistance tailored to business start-ups or expansions; safe, comfortable communities in which to raise families; available homes that meet all families' needs; outstanding educational opportunities for all ages; and top-notch tourism attractions and recreational offerings, not to mention less traffic and shorter commute times.

The "Explore Your Possibilities" Nebraska Alumni Celebration will be held at the luxurious Adam's Mark Hotel in downtown Denver (1550 Court Place) on Saturday, November 20, from 3-8 pm.

For additional information, please see the "Director's Column" on page 2.

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DIRECTOR'S COLUMN

Fellow Nebraska Development Supporters:

Since taking the position as DED Director last August, I have talked with many community and business groups across Nebraska about the issues that limit their ability to recruit both business and people. Obviously, these discussions generate a great deal of suggestions, ideas and feedback (usually related to taxes). However, one recurring theme heard from business owners and community leaders is the threat of a pending labor shortage in Nebraska. Not only are workers in our business operations aging, but the owners of these businesses also are pondering retirement and the succession of their businesses. Demographics reveal that this challenge is not unique to Nebraska. Therefore, we have chosen to take a proactive stance on this issue by showcasing Nebraska and encouraging former Nebraskans to return home.



Richard Baier, Director

We would like you to join DED, many of our development partners, leading corporate citizens and Nebraska's colleges and universities in hosting a joint alumni event on November 20, 2004, in Denver. The Explore Your Possibilities – Nebraska Alumni Celebration is designed not only as a joint alumni event but more importantly as a venue in which to showcase the employment and business opportunities available to former Nebraskans.

While we are finalizing the schedule, we hope to open the trade show floor to interested parties early in the afternoon. This part of the program will be widely advertised in Colorado as a career fair. Late in the afternoon, many of our college and university partners will hold institution-specific alumni receptions. Following the receptions, participating alumni will be invited to a dinner where we will aggressively promote the possibilities in Nebraska through testimonials and special presentations, including a video. The tradeshow booths will remain open throughout the entire event in an effort to attract former Nebraskans and other interested parties.

Governor Mike Johanns will kick off the dinner celebration by thanking participants for coming and encouraging them to explore the possibilities in Nebraska. Nebraska humorist Juli Burney has agreed to emcee this first-time event. Keynote speaker Jim Clifton, president and CEO of The Gallup Organization, will share his thoughts on the future opportunities in Nebraska.

Obviously, this event does not fit the traditional definition of economic development. However, I believe that our State's ability to encourage entrepreneurs, grow existing businesses and attract new businesses will ultimately be determined by our ability to offer a highly skilled and stable workforce. A key component to this event will be the recruitment of workers and investors to our region. I believe we increase our likelihood of success by targeting former Nebraskans. Numerous Nebraska communities and business partners have already expressed their desire to participate. I would invite you to partner in this event as well. Please feel free to contact Patty Wood at 402-471-1559, toll free 800-426-6505 or e-mail: pwood@neded.org for more information.

Richard J. Baier

“The Explore Your Possibilities – Nebraska Alumni Celebration is designed not only as a joint alumni event, but more importantly, as a venue in which to showcase the employment and business opportunities available to former Nebraskans.”

The Auto Club Group announces new call center

The Auto Club Group (ACG), the largest affiliation of AAA clubs in the Midwest, will open a call center in Omaha in September company officials recently announced. The new center will join the organization's existing facilities in Dearborn and Grand Rapids, Mich., as its third, enterprise-wide call center operation.

"This city is known for having a highly skilled and experienced workforce, especially in the area of customer service," said Charles H. Podowski, ACG's president and CEO. "Nebraska's favorable business climate, including an attractive package of economic incentives, the state's communications infrastructure, and a welcoming attitude, were key factors in our decision-making process."

The new center will be located in the Altech Business Park area at 148 and F sts. When fully staffed, the 45,000 sq ft facility will employ 450 workers, including managers and customer advocates. It will play a critical role with ACG's Michigan-based centers, in responding to the 4.5 million calls that ACG's clubs receive from AAA members each year concerning roadside assistance, auto travel and member services.

The new facility will replace ACG's center in Minnesota, Wisconsin and Illinois. Those centers currently handle calls from members of AAA Chicago, AAA Minnesota-Iowa, AAA Nebraska, AAA North Dakota, and AAA Wisconsin.

The center will operate 24 hours a day, seven days a week, and when fully staffed, will receive calls from AAA members throughout ACG's eight state region. The 74 service center employees working from AAA Nebraska's headquarters at 96 and Burt streets., will transfer to the new facility.

The Greater Omaha Chamber of Commerce estimated the direct impact of ACG's selection of Omaha as the site of the new call center will be more than \$45.9 million. In addition, the Chamber sets the indirect or "induced" impact of the project at approximately \$32.6 million, including its estimated 430 spin-off jobs, for a total \$78.5 million overall.

For information, contact Rose White at 402-390-1000, ext. 365, or visit AAA Nebraska's Web site at: <http://www.aaa.com>



L to r: David Brown, president of the Greater Omaha Chamber of Commerce; Mike Fahey, Omaha mayor; Charles H. Podowski, ACG's president and CEO; Mike Johanns, Governor

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*"This city
[Omaha] is
known for having
a highly skilled
and experienced
workforce,
especially in the
area of customer
service."*

Charles H.
Podowski, ACG's
president and CEO

2004 Nebraska Tourism Industry Development Plan nearing completion

The 2004 Nebraska Tourism Industry Development Plan should be completed this month. The plan is a working document that incorporates the opinions, needs, requests and recommendations of Nebraska's travel and tourism industry. Undertaken in 1975, the plan was updated in 1996. The Nebraska Travel and Tourism Division plans to evaluate the plan every five years to review past tourism accomplishments, and to add new projects, activities, and objectives.

For information, contact Micheal Collins at 402-471-3795, or e-mail: mcollins@visitnebraska.org

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I-80 Nebraska Coalition releases labor assessment results

By combining the region's underemployed, unemployed who want to work, and average annual college graduates, Wadley Donovan concluded that a "hidden labor supply" of 61,200 people exists in the region.

The I-80 Nebraska Coalition released the results of its nine-county Regional Labor Availability Assessment on March 25th in Kearney. The Coalition, which was organized by local economic developers in 2003, contracted with The Wadley Donovan Group, a New Jersey-based corporate location and economic development consulting firm, to conduct the assessment.

The nine-county region spans 250 miles along Interstate 80 in central Nebraska and has a total population base of more than 230,000 people. The regional labor assessment concluded that the region has a total labor force of 129,000 people, and approximately 47,000 of those individuals are "underemployed" or better qualified for other positions that become available. In addition to the underemployed, survey results concluded that approximately 11,900 individuals who are not currently employed would be willing to work full- or part-time if the right opportunity presented itself. By combining the region's underemployed, unemployed who want to work, and average annual college graduates, Wadley Donovan concluded that a "hidden labor supply" of 61,200 people exists in the region.

In addition to the regional report, Wadley Donovan conducted full reports for three sub-regions and an executive summary report for each of the nine counties within the region. The full report, along with the sub-region and individual county reports can be viewed on the Coalition's website at <http://www.i80nebraska.com>.

This project was made possible by the support of all nine counties, DED, and marketing assistance provided by the Nebraska Public Power District.

The nine counties and the entities involved from east to west include:

County	Organization
York	Norene Fitzgerald – York County Development Corporation
Hamilton	Eddie Ranson – Aurora Area Chamber and Development Corp.
Hall	Marlan Ferguson – Grand Island Area Economic Dev. Corp.
Adams	Dee Haussler – Hastings Economic Development Corporation
Buffalo	Ron Tillery – The Development Council of Buffalo County
Phelps	Linda Black – Phelps County Development Corporation
Dawson	DeEtta Hartman – Dawson County Area Development
Lincoln	Brad Maul, Coalition Chair – Development Corp. of North Platte
Keith	Marion Kroeker – Keith County Area Development



William Fredrick of The Wadley Donovan Group shares results of the I-80 labor availability assessment.

Guests enjoy the new Hubbard Gorilla Valley at Omaha's Henry Doorly Zoo as much as the resident great apes. The stunning facility allows greater freedom for the apes while teaching people about these intelligent animals and the importance of maintaining their natural habitat in Africa. Here, the gorillas roam free while visitors seem to be on display.



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Nebraska Travel and Tourism Division sets 2004 TARGET Schedule

TARGET (Tourism Assessment Resource Growth Evaluation Team), a service of the Nebraska Travel and Tourism Division, is designed to help Nebraska's rural communities capitalize on tourism potential and opportunities. Local residents organize a TARGET committee that completes and sends in a community evaluation to the TARGET coordinator. Next, Nebraska Travel and Tourism Division staff set up a TARGET visit of the community. Once the visit is complete, the program coordinator provides a detailed written report that includes the thoughts and suggestions of the visiting TARGET.

Communities, counties, and regions that have participated in the TARGET program include:

- Pierce
- Southern Gage County
- Ashland
- Hyannis/Grant County
- Box Butte County
- Imperial/Chase County
- Nebraska Outback Region
- Gering
- Norfolk/Madison County
- The Pine Ridge (Crawford and Harrison)
- Gordon and Hay Springs
- Morrill County
- Pawnee City
- Prairieland (Nance, Boone, Colfax, Platte counties)

2004 TARGET visits will be made:

- May 5—Hartington
- June 15—Falls City
- June 16—Brownville
- July 27-29—Prairie Lakes Region
- September 22—Red Cloud
- November 5—Tecumseh

Requests are being taken for 2005 TARGET visits. For information, contact Micheal Collins at 402-471-3795, or e-mail: mcollins@visitnebraska.org

**Nebraska
Tourism
Week
May 8-16**

Ten travel writers from eight states and the District of Columbia participated in a press tour organized by the Greater Omaha Convention and Visitors Bureau. Pictured are several writers and Mary Ethel Emanuel from the Nebraska Tourism Division (behind statue), during a stop at Fort Atkinson State Historical Park near Fort Calhoun. Called "First Council," the bronze statues depict the first official meeting between the Lewis and Clark Expedition and American Indians that took place very near this site in 1804.



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The advantages that businesses most often listed for doing business in their individual communities were quality of life and social climate followed by labor quality and productivity.

Business climate favorable for growth

During 2003, more than 360 Nebraska businesses participated in a business climate survey as part of DED' Business Retention and Expansion/Business Visitation Program.

Taking a closer look, there were 98 retail businesses, 66 manufacturers, and 55 that fit into the agriculture sector. The remaining businesses interviewed were scattered throughout a number of industries. Total full-time employment of all surveyed businesses was 13,748, with 5,577 jobs in the manufacturing industry, followed by 2,775 jobs in the health care industry.

The most favorable business climate factors identified were public services and utilities, including K-12 education, gas, electricity, water/wastewater, and solid waste. The least favorable ratings were taxes—corporate, personal and property.

The advantages that businesses most often listed for doing business in their individual communities were quality of life and social climate followed by labor quality and productivity. Location to markets and cost of living also received high marks. The top challenges that businesses most frequently mentioned were:

1. Market competition/customer base
2. Maintaining local economy
3. Workforce availability/quality/retention

Nearly one-third of interviewed businesses plan to expand physical space. Approximately 45% reported planned investments of \$51,251,500. Projected spending for capital improvements was highest for the transportation and warehousing industries, followed by manufacturing, with information/telecommunications/publishing ranking third.

Two of every five businesses also plan to expand employment during the next year, averaging a six percent increase.

The most frequent requests for business assistance were 1) marketing planning and implementation; 2) recycling; and 3) computer updating—computer/telecommunications/Web site development. Approximately 25% of surveyed businesses request additional follow-up and assistance from state and local economic development officials.

During 2004, DED staff plans to survey 10 counties with interview assistance and support from local volunteers, members of the Nebraska Economic Developers Association and Nebraska Diplomats. Since 1999, more than 1,600 businesses have been interviewed.

For information, contact Jenne Rodriguez toll-free at 800-426-6505, 402-471-3745, or e-mail: jenne@neded.org

DED Briefing set for June 24

DED will host a free briefing for all interested participants on Thursday, June 24, 10 am-3 pm, at the Nebraska State Office Building, 301 Centennial Mall S., in the lower level, conference room C.

DED staff will provide information about key components for economic development stability and growth, including business and tourism attraction, retention and expansion of existing business, housing and community development and entrepreneurship.

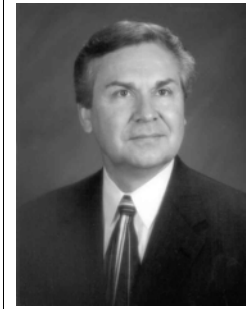
An overview of the department will get underway at 10 am, followed by information on how to best use the department's programs and services.

Registration deadline for the briefing is June 18. To register, contact Kim Bastemeyer toll-free at 800-426-6505, or e-mail: kbmeyer@neded.org



Nebraska Diplomats, Inc.

**A message
from the
President**



Dear Fellow Nebraska Diplomat:

It's an exciting time to be a Nebraska Diplomat. While many Nebraska businesses' economies are still not back to normal, the overall economy is clearly moving and has shown positive signs of recovery during the past 12 months. Professional economic developers I've visited with from

across Nebraska tell me that prospect activity has increased substantially from what they have seen the past few years. I can assure you that every member of your board of directors is focused on building and bettering your organization.

The Legislative Briefing and Reception, held March 2 in Lincoln, was a success. Nearly 200 Diplomats attended the briefing by Nebraska Chamber President Barry Kennedy and DED Director Richard Baier. More than 25 Nebraska senators attended our reception. Business and Industry Day is set for May 11 in Omaha. The event will begin with a noon awards luncheon, followed by a bus tour of Omaha's new riverfront, a walking tour of Omaha's new \$300 million Arena and Convention Center, and will end with golf. The President's Award will go to a deserving Omaha company. You won't want to miss this interesting and exciting event.

Recently, the board of directors voted to financially support the economic tax incentive study being undertaken. This study will look at existing tax incentives in Nebraska and examine how Nebraska compares with surrounding states. The lead agencies for the study are the Nebraska State Chamber, Lincoln Chamber of Commerce, and Greater Omaha Chamber of Commerce. The Diplomats are proud to be a part of this endeavor.

Planning also is underway for two additional events. The Passport Weekend will be held in Lincoln, September 10 and 11. The event typically attracts more than 500 Diplomats and guests. This year we will invite consultants from around the U.S. to participate in the events and roundtable discussions. We also will invite several businesses that recently located or expanded in Nebraska to "share their story".

The "Explore Your Possibilities Alumni Celebration" will be held in Denver on November 20. This is the first time that the Nebraska Diplomats have helped with such an event. We anticipate more than 1,000 Nebraska alumni living throughout the Front Range to attend, and have secured an outstanding national speaker to address the group. We want alumni to see the exciting things happening in Nebraska, and why they should consider relocating and/or investing in Nebraska. We expect this event to be a "don't miss" function.

Please consider getting more involved in the Nebraska Diplomats. You can do this by attending any or all of the previously mentioned upcoming events. Together we can and will make Nebraska proud. Thanks again for your continued support.

Sincerely,

Dan C. Park
President
Nebraska Diplomats, Inc.

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**Nebraska
Diplomats**

**Business &
Industry Day**

May 11

**Field Club,
Omaha**

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2004 CDBG training schedule announced; registration underway

DED is now accepting registrations for several 2004 Community Development Block Grant (CDBG) administrative training courses. Designed to help community and organization officials administer CDBG projects within their communities, the courses include:

- Preparing for a Monitoring Visit—May 19, North Platte
- Labor Standards Training—June 16, Columbus
- Re-certification—May 20, North Platte, and June 17, Columbus
- Environmental Training—August 4-5, Lincoln

Local governments that are anticipating receiving any CDBG awards should attend the first day of the Certification Training in Lincoln on July 27. Individuals who plan on becoming certified CDBG administrators must attend a three-day Full Certification Training in Lincoln, July 28-30, and pass an exam.

For information about the CDBG certification, or to register for any of the training courses, visit http://crd.neded.org/cdbg/cdbg_trainings.htm, or contact Jason Seamann toll-free at 800-426-6505, 402 471-3761, or e-mail: jseamann@neded.org



THE EDGERTON AWARD

Edgerton program needs quality examiners

Register now for training in May or June that will entitle you to call yourself an Edgerton Award Examiner. Cost is \$35.

Training will be offered:

- May 12, 9 am-5 pm—Lincoln, Chamber of Commerce Offices, 1135 M St.
- June 2, 9 am-5 pm—LaVista, Metropolitan Community College, 9110 Giles Avenue, Room 127
- June 4, 9 am-5pm—Kearney, Baldwin Filters Company, Highway 30 East

What's involved? Examiners review the applications submitted by Nebraska businesses for award consideration and conduct site visits. Their experience and backgrounds are as varied as their professions in manufacturing, service, small business, health care and education. A four- to five-day time commitment is required for application review and site visit, but this is spread out during August and September.

In return, examiners get a look inside quality organizations, the opportunity to network with quality professionals, and preparation in the event that their companies apply for future Edgerton Award consideration.

Register now at: http://assist.neded.org/edgerton/registration_training04.htm, or contact Jenne Rodriguez toll-free at 800-426-6505, 402-471-3745, or e-mail: Edgerton@neded.org

LB840 Workshop at NEDA conference

Does your community need funding for business expansion and attraction? Do you have a pool of local funds to use as grant match or local incentives? To learn more about the Nebraska Local Optional Municipal Economic Development Act (LB840), plan to attend the Nebraska Economic Development Association's pre-conference session at Grand Island's Interstate Holiday Inn, May 5, 1-4:30 pm.

The afternoon session will include an overview of the program and feature several participating communities. Beatrice, the first community to implement LB840, will share thoughts about the value of the program throughout the past 12 years. A panel of participating communities will speak about their successes and concerns, and talk about the process of passing LB840. A panel of experts will then address specific issues related to the passage and uses of LB840. The session is open to the public but there is limited seating. Registration is \$50 and the registration form is available online at <http://www.neda1.org>

For information, contact Denise McGovern at 308-381-7500, or Linda Fettig at 308-749-2291, or e-mail: lfettig@neded.org

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EDITOR'S NOTE: The article (see right) is reprinted with permission from the Japan External Trade Organization (JETRO) Denver Office. It first appeared in the March 2004 *JETRO Business News*.

Nebraska Med Center leads fostering international collaborations

The University of Nebraska Medical Center's Office of International Healthcare Services (OIHS) was formed in 2000 and under the leadership of Nizar Mamdani charged with opening doors for international institutions and individual partnership programs with The University of Nebraska Medical Center/The Nebraska Medical Center.

Their focus is to customize outstanding no-cost training programs that best suit their partner's local health care market, so that a greater number of their patients can be beneficiaries of their advanced cancer care, transplant, orthopedics, minimally invasive surgical programs and technology.

OIHS has enjoyed tremendous success. OIHS has helped their institution to establish 46 collaborative partnerships in 25 countries. In the Telemedicine area, OIHS has agreements with 56 institutions in 36 countries. The innovative software that they have developed enables overseas medical institutions and individual doctors to collaborate with doctors at the UNMC in real-time.

In Japan, OIHS has been very active. OIHS has helped to establish collaboration agreements with the National Cancer Center of Japan, Nagoya University Hospital, Osaka Hospital, and they are in discussions with the newly opened Shizuoka Cancer Center. The Nebraska Medical Center has had trainees on three different occasions from the National Cancer Center of Japan.

In September 2004, OIHS plans to continue their efforts to build collaborations with Japan by attending the Midwest-U.S. Japan Association annual meeting and BioJapan trade show in Tokyo. They also plan another visit to the Shizuoka Cancer Center as a part of this trip.

For information, contact Joe Chapuran at 402-595-1416, or e-mail: jchapuran@neded.org, or visit the University of Nebraska Medical Center Web site: <http://www.unmc.edu/2/international/international.htm>



Japanese nurses

Oriental Trading Co. to expand in LaVista

Oriental Trading Co. has announced that it will build a \$32.5 million warehouse and hire 70 new employees in LaVista.

The 600,000 sq ft warehouse is expected to open early next year, said company officials. There also is the potential for a \$21 million, 250,000 sq ft order and process center and a second warehouse to be built at the same site. These combined facilities could employ up to 500 additional employees.

Stephen Frary, chief executive officer of Oriental Trading, said his company "... liked the package that was offered to us in Nebraska and appreciate the work that was done to put that program together."

The work involved 75-plus volunteers who provided everything from soil characteristics to LB775 tax incentive information, and who really made the difference, said Rod Moseman, vice president of economic development for the Greater Omaha Chamber of Commerce, and Toby Churchill, executive director of the Sarpy County EDC.

"We advocate on a daily basis the extraordinary public-private partnerships that exist in the Omaha Metropolitan area, and it was quite apparent on the Oriental Trading Company project that these partnerships are real," Moseman and Churchill said.

For information, contact Rod Moseman at 402-346-5000, or e-mail: rmoseman@accessomaha.com, or Toby Churchill at 402-978-7924, or e-mail: tchurchill@accessomaha.com

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Johanns presents awards for outstanding community development projects

In recognition of Community Development Week in Nebraska, Governor Mike Johanns presented awards to volunteers, programs and agencies that have helped accomplish outstanding projects in their communities.

National Community Development Week was established in 1986 to remind Congress of the importance of the Community Development Block Grant Program. The governor presented the following:

Metropolitan Awards for Lincoln

- Lincoln Free to Grow
- Eagles View Park
- 3rd and A St. Overpass

Metropolitan Award for Omaha

- Alvin M. Goodwin

The Honorary Showcase Community Award

- Johnson
- North Platte

The Governor's Showcase Community Award

- Ravenna
- Lexington

For information, contact Lindsay Papenhausen toll-free at 800-426-6505, 402-471-2235, or e-mail: ncip@neded.org, or visit the web: <http://crd.neded.org/ncip/cdweek.htm>

Invest Nebraska taking proactive approach with communities

Invest Nebraska Corporation (INC), a nonprofit organization jointly funded by the state and private sector, and in existence for just over 18 months, has developed enough critical mass to successfully provide resource links for many Nebraska businesses. Most of Invest Nebraska's business clients come to the organization seeking venture capital dollars. While some are ready to take this step (and Invest Nebraska has connected a few with investors) most business clients need to spend more time on their business before making an investor pitch. INC therefore spends much of its time working with businesses on issues, relating to their management team, marketing plan, and business structure, then connects these businesses with resources that can help address gaps in the identified areas.

In the past, INC has worked reactively with communities throughout Nebraska assisting with specific projects or broader infrastructure initiatives. Invest Nebraska is now becoming more proactive with communities, offering their methods and practices for improving their ability to identify, create, support, and grow new businesses. The process includes gathering data on current resources, growth-oriented businesses, and current economic development activities. That data is turned into useful information that will help network these communities with Invest Nebraska and identify areas of potential within the local entrepreneurial environment. Armed with this information, INC can work with a community to help identify best practices to improve their ability to grow businesses, including the addition of entrepreneurial networks, angel funds, community development corporations and other opportunities.

For more information contact Bryan Fairfield at 402-472-2063 or e-mail: bryan@investnebraska.com

DED interns recognized for marketing achievement

The University of Nebraska-Lincoln (UNL) Chapter of the American Marketing Association (AMA), received top honors at the annual International Collegiate Conference, March 25-27, in New Orleans. The UNL Chapter, which includes DED interns Tim O'Brien, Lindsay Papenhausen, and Kristin Sneller, was awarded the Top Regional Chapter award, making it one of the top four in the nation. The award was based on excellence in membership activities, chapter planning, fundraising, communications, professional development and community service.

During the past year, UNL AMA members worked with area companies, including Wells Fargo, Union Bank, State Farm, Pepsi, Centerville Farmers' Market and Lincoln Action Program to sponsor their organization. In turn, the students planned and executed projects for those companies. They also were invited to participate in an internship with General Motors where they worked with a budget and developed marketing, advertising and public relations plans for the company.

"Only four schools nationally were asked to participate with GM so it was a great honor that UNL AMA members were the only students able to participate through the university," Sneller said. "Because of our great success, we may have the opportunity to offer an internship through Citigroup during the next school year."

The group also worked on fundraising and community service projects in 2003-2004 for organizations that included Special Olympics of Nebraska, Salvation Army, American Cancer Society, American Red Cross and Lincoln Action Program. Next year, they will work with Campusfoods.com to promote online food delivery services for college students.

O'Brien and Sneller, who work in DED's Business Development Division, are AMA member, and AMA president-elect and current vice president, respectively. Sneller was recently selected as UNL Chancellor's Leadership Student Organization Officer of the Year. Papenhausen, who works with DED's Nebraska Community Improvement Program, is AMA vice president of membership-elect.

For information, contact Tim O'Brien at 402-471-4523, or e-mail: bdevtemp@neded.org, Lindsay Papenhausen at 402-471-2235, or e-mail: ncip@neded.org, or Kristin Sneller at 402-471-3441, or e-mail: bdrecruit@neded.org

Family Business Conference

The Family Business Conference will be held at Wayne State College in Wayne on May 21. This event is designed for any business (including farm and ranch) that meets one of the following characteristics:

- Business employs at least one family member of owner or partner
- The family controls ownership and/or decision making power
- Future plans include succession of the business to the next generation

Family firms play an important role in the economic health of this country, and throughout the world. Based on tax return data estimates, 89 percent of the 27.2 million businesses that filed tax returns in the year 2000 are family businesses. This is consistent with the often-cited statistics that indicate 80-90 percent of all businesses are family firms. In estimating the prevalence of family businesses in Nebraska, these estimates may be conservative, given a higher percentage of sole proprietorships and family farms within the area.

Best estimates by industry experts suggest that only 30% of family-owned businesses survive the transfer to the second generation, and only 13% ever get to a third generation of family ownership. There are three basic reasons for this failure rate: family conflict, failure to design a proper succession plan, and high federal estate taxes.

Register today for the conference. For a copy of the conference brochure and registration go to: <http://www.nebraskaworkshops.com>, or contact the Nebraska Business Development Center at Wayne State College at 402-375-7575 or e-mail: nbdc@wsc.edu

www.neded.org

Family Business
Conference

May 21

Wayne State
College

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Nebraska Department of Economic Development

301 Centennial Mall South
P.O. Box 94666
Lincoln, NE 68509-4666
Phone: 402-471-3111
Toll Free: 800-426-6505
Fax: 402-471-3778

Economic Development Commission

N.P. "Sandy" Dodge, Jr., Omaha
Phyllis Gardner, Max Don Groesser, Ralston
Bill Harris, Lincoln
Richard Jeffries, Omaha
Terry Moore, Omaha
Janet Palmtag, Nebraska City
A.F. "Tony" Raimondo, Columbus
Bob Unzicker, Scottsbluff

To subscribe to this electronic newsletter, please call toll free 800-426-6505 or e-mail: pwood@neded.org

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Business Transition workshops to be held throughout state

"Selling Your Business and Retiring: Benefiting Yourself and Your Community" — a nuts and bolts workshop on the business transition process.

The workshop will cover:

- What is at stake?
 - Planning ahead
 - What is my business really worth?
 - Who should I sell my business to and why?
- ...and much more

The workshops will be conducted by Dave Nability of the Nability Financial Group, in cooperation with DED and the Rural Development Commission.

There is NO FEE for the workshop and it lasts just 90 minutes.

Schedule:

- **May 19, 10 am, Hastings** – Central Community College, Platte Building, Walnut Room
- **June 4, 10 am, Scottsbluff** – UNL Panhandle Research Station, 1500 Avenue I
- **July 9, 10 am, Beatrice** – Holiday Inn Express Hotel & Suites, 4005 N. 6th, off of Hwy 77
- **September 17, 10 am, Norfolk** – Lifelong Learning Center, 601 East Benjamin Ave.
- **October 22, 10 am, Valentine** – Holiday Inn Express, 803 East Hwy 20

For information, or to register, contact Lisa Dominisse at 308-535-8018, or e-mail: lisa@neded.org



The mission of the Nebraska Department of Economic Development is: to develop economic opportunities by keeping Nebraska businesses, communities and people competitive.

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