

Governor's Conference on Rural Development

November 6, 2009
Kearney Holiday Inn Hotel
& Conference Center

LEADING THROUGH INNOVATION

and 46th ANNUAL NCIP AWARDS BANQUET

General registration due **October 26, 2009**
Discounted lodging rates available until **October 8**

www.neded.org/ncip

Registration after October 26 include a \$10 per person late fee

Community



Economy



Retention



Technology



NEBRASKA
Advantage
Department of Economic Development

The Governor's Conference on Rural Development would like to thank the following sponsors for helping to keep costs affordable for conference attendees and allowing us to offer the most relevant sessions.

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A special thank you to the Partnership for Rural Nebraska for its assistance in session planning.

Governor's Conference on Rural Development

The 2nd Annual Governor's Conference on Rural Development focuses on building leadership, and community and economic development capacity in rural Nebraska to create a more sustainable state.

This year's conference theme is "Leading Through Innovation." Innovation is the act or process of inventing something new; a new way of doing things. To lead through innovation, people must seize opportunities, challenge conventional wisdom, and utilize creativity in their leadership. Nebraska communities must embrace this challenge and look at the issues they face from a fresh perspective to foster long-term community success.

The conference's five tracks – community, economy, youth involvement and retention, technology, and youth resources—will offer information and examples of innovation in each area, providing ideas to jump start innovation in your own community. Youth are encouraged to participate in the all-day youth session track, or attend any of the other tracks of interest to their community's youth leaders.

46th Annual NCIP Awards Banquet

NCIP, a program of the Nebraska Department of Economic Development (DED), has proven that leadership and community and economic development are all essential keys to holistic development. The program provides communities with a process through which they can organize, set goals, prioritize projects, develop local leadership, identify resources and implement projects. Each year, NCIP awards communities for their economic, community and leadership development efforts.

The NCIP program and cash awards are sponsored by the following investor-owned natural gas and telecommunications companies: Glenwood Telephone, SourceGas, NorthWestern Energy, Black Hills Corporation, and Northern Natural Gas.

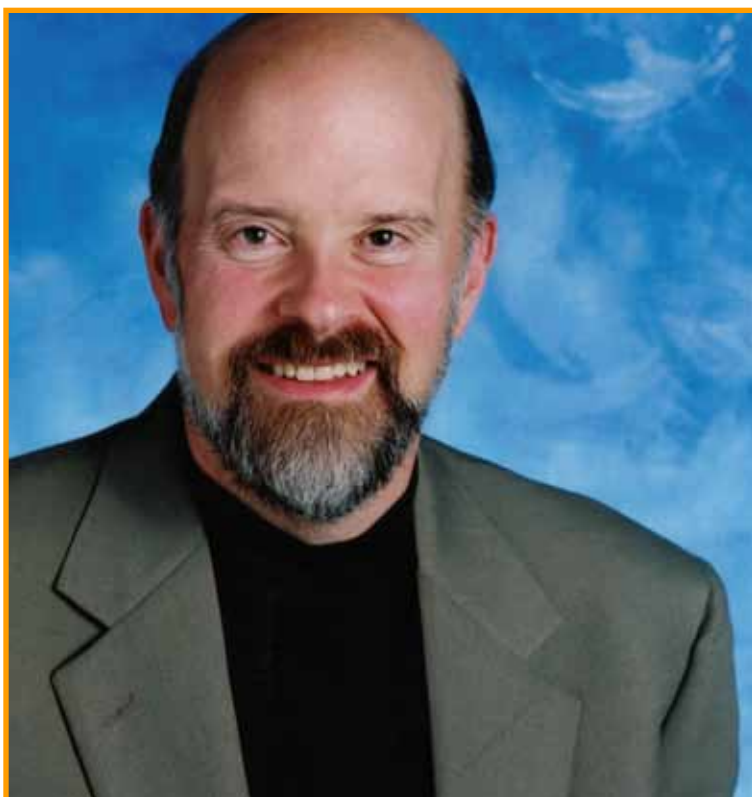
Websites for Growth Awards

Websites are communities' gateway to the world. Research shows that community websites are the number one marketing tool for economic development, especially for recruiting new businesses and residents. A website that showcases the area and provides employment and retirement opportunities is a critical driver for new resident attraction. Prospective new residents are also looking for information on available jobs, quality of life, including safety and security, access to medical facilities, availability of recreational facilities, quality of medical care, and affordable housing.

The first Website for Growth Awards will be presented at the 2009 NCIP Awards Banquet. Awards will be made in four categories: Population less than 2,500, Population greater than 2,500, Most Creative Website, and Best Use of Web Applications.

Project partners include DED, University of Nebraska Extension, Nebraska Public Power District, AIM Institute, and the Nebraska Information Technology Commission Community Council. The Website for Growth project is funded through a grant from the Nebraska Information Technology Commission's Community Technology Fund.

Please visit the DED website for more information: www.neded.org/ncip



It's a new world out there....

A world where *'the office'* is anywhere and communication is constant; where the pace of change is staggering and the ***'wired generation'*** is entering the work force.

In this new world, how do you lead?

The basic principles of good leadership haven't changed in hundreds of years; but, in this new world, how we APPLY them MUST change.

Today's new worker has been raised in the digital age, has been multitasking *since the age of 3* and has been online for most of their life. How can companies most effectively communicate with, lead and leverage this *very different* employee base?

Terry Jones has led both large corporations and small startup companies. His innovative leadership style has helped reshape the travel industry. He created a culture of innovation where new ideas were celebrated, mistakes became fast learning loops, and employees learned that anyone can innovate.

Terry Jones, *master of innovation*, founder of *Travelocity.com*, Chairman of *Kayak.com*, venture capitalist, and consultant will show us what we need to know now for success in the complex digital world and give us the keys for an **innovative future**.

Special Youth Track!

Nominate youth (between the ages of 8-16 years) in your community who:

- Are responsible leaders in their class
- Befriend new students in school
- Have friends in a myriad of social circles
- Stand up for more vulnerable students
- Successfully engage peaceful resolutions when conflict arises
- Appreciate differences in people
- Are effective communicators
- Set and achieve goals

Youth will work to develop leadership skills and capabilities and then apply these skills to a development project to be implemented in the community following the training. All youth participants must be nominated by a community leader or teacher/principal – scholarships are available for all selected participants!

8:00-9:00 a.m.

Registration* (Pre-function Area) & **Continental Breakfast**

***Sessions Fee** (includes luncheon cost): **\$50** (see registration form)

9:00-10:15 a.m.

Welcome – Richard Baier, Director – DED

Keynote – Terry Jones, Founder & Former CEO of Travelocity.com

10:15 – 10:45 a.m.

Networking Break and Booth Visits

10:45 – 11:45 a.m.

What Makes a Small Community Successful?

What characteristics are present in successful, thriving small communities? What is missing from communities that are unable to replicate the success of other thriving small communities? Dr. John Anderson and Dr. Peter Longo, professors of Political Science at the University of Nebraska at Kearney, will discuss their research findings.

Presenters: Dr. John Anderson, UNK; Dr. Peter Longo, UNK
Facilitator: Linda Black, DED

12:00 p.m. – 1:15 p.m.

Luncheon Speaker: Commissioner Catherine Lang, Nebraska Department of Labor followed by *The Connecting Nebraska Awards*

presented by the *Partnership for Rural Nebraska* to an individual, agency or organization that has worked to connect rural areas to networks, resources, and services.

1:15 – 1:30 p.m.

Networking Break and Booth Visits

1:30-2:45 p.m.

Mission + Technology = Community Success

This session will focus on the various ways that Internet technologies can be utilized to improve a community's quality of life. For example, *ShopSidney.com* has informed local residents of the shopping available in Cheyenne County, increasing area support of local businesses. Similar websites have been developed in other regions for resident recruitment, both former residents and those looking at the area for the first time. Technology has opened the door to allow any community to better market itself in a variety of ways. This panel will share successes and what they have learned in using technology to promote their communities.

Presenters: Megan McGown, Cheyenne County Chamber of Commerce; Nikki Masek, Buffalo County Economic Development Council; Darla Heggem, Twin Cities Development
Facilitator: Jim Keeler, NMPP

2:45 – 3:00 p.m.

Networking Break and Booth Visits

NCIP Awards Banquet

Kearney Holiday Inn Hotel & Conference Center

4:45-5:45 p.m.

Registration for Banquet and Networking Reception & Silent Auction – Cash Bar.

Meet other community volunteers from across the state and view the NCIP report book displays. New communities will have the opportunity to meet with NCIP ambassadors and share ideas for future participation. Bid on unique packages from communities and businesses in Nebraska, and help promote NCIP!

5:45-9:00 p.m.

NCIP Awards Banquet*

***NCIP Awards Banquet Fee:** \$30 (see registration form)

Don Gill, "the Voice of Nebraska," will be master of ceremonies. NCIP Sponsors provide cash awards and plaques.

Each community is encouraged to bring a centerpiece reflective of their community pride to place on their table.

3:00-4:15 p.m.

Preserving Community Character

Many communities face issues with community appearance and character. In this session, discover ways to preserve the character of your community through historic preservation and, as sometimes may be necessary, deconstruction. This session also will explore available resources for preservation and deconstruction.

Presenters: Bob Puschendorf, Deputy SHPO; Charlene Sundermann, NDEQ; Jackie Stumpff, NDEQ; Kevin Andersen, DED
Facilitator: Karen Kollars, DED

4:15 – 4:45 p.m.

Networking Break and Booth Visits

10:45 a.m. – 12:00 p.m.

Getting Youth Involved in Your Community

Youth who are involved in their communities are also more likely to be involved as adults. Paul Eurek, a former Nebraska resident and technology entrepreneur whose software engineering company Xpansion has offices in Atlanta, Ga., Pune, India, and Kearney and Loup City, Neb., will discuss how he was involved in community efforts as a youth, how that affected him in adulthood, and how you can engage youth in your own communities.

Presenter: Paul Eurek, Chairman and Founder of Xpansion

Facilitator: Charlotte Narjes, CARI

10:45 a.m. – 12:00 p.m.

Economic Condition of the State: How Are We Doing?

Doug Ewald, Nebraska Tax Commissioner, will focus on Nebraska's General Fund. Specifically, the session will discuss the major revenue sources and expenditures from the General Fund. Attend this session to learn where the money comes from, where it goes, and how this affects you and your community.

Presenter: Doug Ewald, Nebraska Tax Commissioner

Facilitator: Gerry Osborn, NCIP Advisory Committee

1:30 - 2:45 p.m.

How Youth are Investing in Their Communities

How are youth engaging and investing in their communities? What makes communities attractive to Nebraska youth? This panel will provide answers to these questions and more as they discuss how Empowering Nebraska Youth has helped youth understand how to engage themselves in their communities and in the planning process.

Presenters: Dr. John Anderson, Dr. Peter Longo; Eustis-Farnam Empowering Nebraska Youth

Facilitator: Jerry Johnson, NCIP Advisory Committee

1:30-2:45 p.m.

Surviving the Current Economic Climate

This session will explore the unique challenges and opportunities within the current economic climate in the state of Nebraska. Learn how you can survive and thrive in the current economy.

Presenters: Barry Kennedy, Nebraska Chamber of Commerce and Industry; Kurt Yost, Nebraska Independent Community Bankers; Dr. Eric Thompson, University of Nebraska-Lincoln

Facilitator: Doyle Howitt, NCIP Advisory Committee

3:00-4:15 p.m.

Combat Brain Drain by Focusing on a Captive Audience

This session will discuss the regional efforts to retain youth in Scotts Bluff County, Buffalo County. Each program is slightly different in terms of how it addresses community size, demographics, and regional economies, but all three place a huge emphasis on educating youth to increase the likelihood that they will return to the area to live and work. Darla Heggem and Nikki Masek will explain their regional programs and the successes they have enjoyed as well as some hurdles they have encountered in creating successful regional business and education partnerships.

Presenters: Nikki Masek, Buffalo County Economic Development Council; Darla Heggem, Twin Cities Development.

Facilitator: Linda Fettig, DED

3:00-4:15 p.m.

Nebraska's Workforce

This session will look at the Nebraska workforce before and during the recession. Where has employment remained strong? Which industries were hit the hardest? Find out which areas of the state have fared the best in the current economy and explore other issues related to the workforce and job creation in the current economic environment.

Presenters: Phil Baker, DOL; Dr. Eric Thompson, UNL

Facilitator: Kris Miesner, NCIP Advisory Committee

10:45 a.m. – 12:00 p.m.

Being a Social Butterfly 2.0

This session will provide an overview of the two social networking tools and their application for economic development, Facebook and Twitter. This session will include best use examples of these tools.

Presenter: Tim O'Brien, DED

Facilitator: Mary Plettner, NPPD, Partnership for Rural Nebraska

10:45 a.m.– 12:00 p.m.

EntrepreneurShip Innovation Zone (All Day Session)

This session will help youth discover what it means to be an entrepreneur, and to think about how they, as entrepreneurs can make a difference in their home communities. This day-long, hands-on session will explore topics, such as the importance of entrepreneurship for rural communities today, and ethics, philanthropy and professionalism to business success, concept development, customer service and marketing, among others.

Presenters: Dr. Diane Vigna, University Of Nebraska-Lincoln; Nancy Eberle, University of Nebraska Extension.

1:30-2:45 p.m.

Online Marketing Tools

Online marketing – the Internet has become the most important place to market your business and community. There is more to online marketing than having a web page. There is an option for every budget. With some creativity, you can even harness free tools, such as *Digg*, *Delicious*, and *YouTube* to help get your word out. Learn how you can use online marketing to your best advantage.

Presenter: Connie Hancock, UNL Extension;

Jay Jenkins, UNL Extension

Facilitator: Sandy Scofield, PRN, University of Nebraska – Rural Initiative

1:30-2:45 p.m.

EntrepreneurShip Innovation Zone (continued)

3:00-4:15 p.m.

Website Content

Have you heard that “Content is King” on the Internet? You have now! People go to the Internet to find content (information). Learn how you can effectively incorporate website content so that search engines are more likely to rank your site and, more importantly, so your target audience can find you! Writing for the web is different than writing for print!

Presenter: Connie Hancock, UNL Extension;

Jay Jenkins, UNL Extension

Facilitator: Carla Becker, NCIP Advisory Committee

3:00-4:15 p.m.

EntrepreneurShip Innovation Zone (continued)

Conference Information

Location of Events

Kearney Holiday Inn Hotel & Conference Center,
110 2nd Avenue

Accommodations

A block of rooms has been reserved at the Holiday Inn for November 5 and 6, 2009. Rooms can be reserved at a rate of \$69.95 per night for a room with two queen beds or one king bed through **October 15, 2009**. Suites also are available at a rate of \$139.95 per night. Please make your hotel reservations by that date or earlier to receive the discounted conference rate. Identify yourself as a *"Governor's Conference on Rural Development participant."*

Hotel reservations are the responsibility of communities and individuals. To make reservations for lodging contact the Holiday Inn at 800-248-4460 or 308-237-5971.

Priority Registration Deadline: October 26, 2009

Please submit only one name per registration form. Copy the registration form as many times as you need. Send the completed form with full payment to the registration coordinator. Registrations postmarked after October 26 should include a \$10 per person late fee.

Make checks payable to:

Nebraska Department of Economic Development

Send Registration and Payment to:

Christina Bartels

Nebraska Department of Economic Development

301 Centennial Mall South

P.O. Box 94666

Lincoln, NE 68509-4666

Registration questions

Contact Christina Bartels at 800-426-6505, 402-471-3172, christina.bartels@nebraska.gov or Sara Watson at 800-426-6505, 402-471-4168, ded.ncip2@nebraska.gov

Special needs

Individuals requiring physical or sensory accommodations, including interpreter services or recorded materials, should contact Christina Bartels at 800-426-6505, 402-471-3172, christina.bartels@nebraska.gov or Sara Watson at 800-426-6505, 402-471-4168, ded.ncip2@nebraska.gov

Dress

Pre-Conference Session – Business Casual

Day Events – Business Casual

Evening Banquet – Business/ Formal

Photographs

A professional photographer will photograph award winners at the Friday evening award banquet. Photographs will be mailed to each community a couple of weeks after the conference. If you want to bring your own camera, we will have people available to take photos.

Conference Questions

For more information, contact Christina Bartels at 402-471-3172, 800-426-6505, christina.bartels@nebraska.gov

Cancellation/Refund Policy

There will be no refunds or cancellations on registrations after October 26. Substitutions are allowed by contacting Christina Bartels at 402-471-3172, 800-426-6505, or christina.bartels@nebraska.gov





NEBRASKA

Department of Economic Development
301 CENTENNIAL MALL SOUTH
PO Box 94666
LINCOLN, NE 68509

HIGHLIGHTS OF NCIP COMMUNITIES!

By donating to the NCIP silent auction, you are literally marketing your community or business to a wide-ranging audience approaching 500 or more, as well as promoting NCIP communities. Ideas include: golf weekend getaways, dinner at a local restaurant, a gift basket of products made/sold in your community, artwork from a local artist – whatever promotes your community! If you or your community are interested in donating a silent auction item or package, please contact Christina Bartels at: 402-471-3172, 800-426-6505, or christina.bartels@nebraska.gov by **October 28**.

A Special Thank-You

A tremendous "Thank-you" goes out to the following NCIP sponsors for providing cash awards, plaques, complimentary banquet meals for chairpersons, and NCIP judges' expenses:

Northern Natural Gas
Glenwood Telephone
SourceGas
NorthWestern Energy
Black Hills Corporation



Another big "thank-you" to all conference sponsors. These sponsors provide cash and in-kind services to help keep costs affordable for conference attendees and allow us to offer the most relevant sessions. Sponsors include:

Diamond (\$2,000+)
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Platinum (\$1,000-\$1,999)
AGP Ag Processing Inc.
Nebraska Department of Labor

Gold (\$500-\$999)
Union Pacific Railroad Company
NMPP Energy
Nebraska Independent Community Bankers

General Sponsor (\$1-\$250)
American Broadband
Mobius Communications

NCIP also is very appreciative of the financial support through the USDA-Rural Community Development Initiative and the U.S. Housing and Urban Development CDBG Technical Assistance Funds.

Last but not least, a big "thanks" to all the hard working volunteers across the state that have given their time and talents to their communities throughout the year.

Registration Form

Please use one form per registrant. Reproduce this form for additional registrations. Write clearly or type.

No registrations will be accepted over the telephone. Full payment must accompany the form.

Name (as printed on nametag): _____

Organization/Community: _____

Community to be seated with at NCIP Banquet (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: _____ Fax: _____

Email: _____

Special Needs: _____

Friday, November 6 – All Day Sessions

(Include continental breakfast, lunch, breaks & session materials)

Adults (16+ years of age) \$50 _____

OR

Youth Participants (16 years or younger) \$30 _____

(Youth selected to participate in the youth leadership track will receive scholarships to attend the conference and there will be no charge.

Selected participants will be notified by October 23.)

Friday, November 6 – NCIP Awards Banquet

Banquet Registration \$30 _____

OR

Complimentary Tickets for NCIP Awards Banquet
Community Notebook Advantage Award Judge \$0 _____

NCIP Advisory Committee Member/NCIP Chairperson \$0 _____

Late Registrations (postmarked after October 26) \$10 _____

Total Amount Enclosed: _____

Have You Attended This Conference Before? _____ Yes _____ No

Make Checks Payable to: Nebraska Department of Economic Development

**Send Registration and Payment to:
Christina Bartels
Nebraska Department of Economic Development
P.O. Box 94666
Lincoln, NE 68509-4666**

YOUTH LEADERSHIP TRACK SCHOLARSHIP FORM

Youth are encouraged to participate in the all-day youth leadership track. All youth wishing to participate must fill out the following short questionnaire and registration form and mail it to the Governor's Conference on Rural Development coordinator Christina Bartels, Nebraska Department of Economic Development, along with one nomination letter from a community leader or education professional. The session is open to anyone ages 8-16 years. A limited number of slots are available so register soon!

Name _____ School/Community _____
Grade _____ Address _____ Phone _____
Email _____

Please answer the following questions. Additional sheets of paper can be used.

1. What needs do you see within your own community?
2. What do you do in your community for fun?
3. What leadership skills are you strong in, and which ones do you want to improve?
4. What are five things you enjoy doing or experiencing?
5. What are five things you dislike doing or experiencing?
6. What are your future plans upon high school graduation?

Send to:

Christina Bartels, GCRD Coordinator
NDED
P.O. Box 94666
301 Centennial Mall South
Lincoln, NE 68509-4666