



# Governor's Conference on Rural Development

Wednesday, April 18, 2012

8:00 am – 5:00 pm

Holiday Inn Express

300 Holiday Frontage Road

North Platte, Nebraska

REGISTRATION: <http://tinyurl.com/RuralDevConf>

## PRESENTING SPONSORS



Rural Development Commission

NEBRASKA  
possibilities...endless™

Department of Economic Development

**ServeNebraska**  
Nebraska Volunteer Service Commission

**GOVERNOR'S CONFERENCE ON  
RURAL DEVELOPMENT  
"PARTNERING FOR PROGRESS"**

April 18, 2012

**North Platte Holiday Inn Express**

300 Holiday Frontage Rd  
North Platte, Nebraska

**REGISTRATION**

<http://tinyurl.com/RuralDevConf>

Registration: \$50

After March 31: \$75

Youth registration: \$25

**Special Needs**

We will make every reasonable effort to provide accommodations for conference participants. If you have an accommodation request or special need, please indicate it when you register. For accommodation requests that are related to your hotel room/stay, please contact the hotel directly.

**Make checks payable to and send to:**

Nebraska Volunteer Foundation  
c/o ServeNebraska  
Attn: Janet Schmidt  
PO Box 98927  
Lincoln, NE 68509-8927  
[janet.schmidt@nebraska.gov](mailto:janet.schmidt@nebraska.gov)  
402-471-6212

**CONFERENCE TRACKS**

- ❖ Strengthening Communities
- ❖ Volunteerism & Community Engagement
- ❖ Youth Entrepreneurship

The Youth Entrepreneurship track is open to students in grades 6,7,8. Youth registration is \$25 with limited scholarships available. To apply for a scholarship, email a letter of application to, Diane C. Vigna, PhD, University of Nebraska Lincoln [dvigna@unlnotes.unl.edu](mailto:dvigna@unlnotes.unl.edu), 402-472-6318  
Application deadline: March 23 by 5pm

**LODGING**

Hotel reservations are the responsibility of individual registrants. A block of rooms has been reserved at the Holiday Inn Express for **April 17-18**. Rooms can be reserved at a rate of **\$99 or \$77 (government rate) per night**. Please make your hotel reservations by **April 3** or earlier to receive the discounted conference rate. To make reservations, call 308-532-9500 or toll free, 888-562-9500. Identify yourself as a "Governor's Conference on Rural Development participant."

**QUESTIONS?**

Contact: Sandi Kaskie  
[sandra.kaskie@nebraska.gov](mailto:sandra.kaskie@nebraska.gov)  
308-535-8018

**SCHEDULE AT A GLANCE**

8:00 AM – 9:00 AM REGISTRATION

---

9:00 AM – 9:30 AM INTRODUCTIONS & WELCOME

M.L. MARTIN, Chair, Rural Development Commission

GOVERNOR DAVE HEINEMAN

JAMESENA MOORE, Chair, ServeNebraska, Nebraska Volunteer Service Commission

MAYOR MARC KASCHKE, North Platte

CATHERINE LANG, Director, Department of Economic Development

---



9:30 AM – 10:30 AM KEYNOTE ADDRESS – APRIL KELLY

PARTNERING GRATITUDE AND NETWORKING FOR SUCCESS

Networking expert, April Kelly shares time-tested advice and practical tools that will help businesses and individuals build a strong brand and real networking connections that deliver results.

---

10:30 AM – 11:00 AM NETWORKING BREAK & BOOK SIGNING

---

11:00 AM – 12:00 PM WORKSHOP SESSION I (Choose One)

FUTURE FOCUS [Strengthening Communities Track]

MENTORING: HELPING YOUTH & COMMUNITIES REACH THEIR FULL POTENTIAL

[Volunteerism & Community Engagement Track]

YOUNG ENTREPRENEURS SHOW AND TELL [Youth Entrepreneurship Track]

---

12:00 PM – 12:30 PM NETWORKING BREAK

---

12:30 PM – 2:00 PM AWARDS LUNCHEON

MASTER OF CEREMONIES: Jamesena Moore, ServeNebraska Chair

AWARDS PRESENTATION: Sally Ganem, First Lady of Nebraska

- Connecting Nebraska Awards [Partnership for Rural Nebraska]
  - First Lady's Outstanding Community Service Awards [ServeNebraska]
- 

YOUTH ENTREPRENEURSHIP TRACK – Lunch served in youth room

- It's a "Whatsit" – Will it Sell? [Hands-on activity]
- 

2:00 PM – 2:15 PM NETWORKING BREAK

---

2:15 PM – 3:15 PM WORKSHOP SESSION II (Choose One)

DIY – DO IT YOURSELF [Strengthening Communities Track]

ENGAGING MINORITIES IN RURAL COMMUNITIES: SERVICE AND LEADERSHIP

[Volunteerism & Community Engagement Track]

IF WE CAN DO IT, SO CAN YOU – [Youth Entrepreneurship Track]

---

3:15 PM – 3:30 PM NETWORKING BREAK

---

3:30 PM – 4:30 PM WORKSHOP SESSION III (Choose One)

UNIQUE SPACES [Strengthening Communities Track]

WHAT DOES A VOLUNTEER LOOK LIKE – VOLUNTEERING THROUGHOUT LIFE

[Volunteerism & Community Engagement Track]

BUILDING A BRAND AND MARKETING IT – [Youth Entrepreneurship Track]

---

4:30 PM – 5:00 PM CLOSING REMARKS / EVALUATION

---

# Workshop Sessions

## Strengthening Communities Track:

### SESSION I: FUTURE FOCUS

Richard Baier / Executive Vice President, Forging Nebraska's Future / Nebraska Chamber of Commerce and Industry

Melissa Garcia / Chair, Leadership Lincoln County

Cami Barner / Past Participant, Leadership Lincoln County

*Leadership is a vital element for strengthening communities and there are a variety of programs for involvement of future leaders. This session will highlight a new program from the Nebraska Chamber of Commerce and include information on a local/regional leadership effort.*

### SESSION II: DIY – DO IT YOURSELF

Bill Minnick / Cambridge

Annie Cheney / Cody-Kilgore Schools

Jim Crandall / UNL Cooperative Development Center

*Panelists will discuss how their communities have partnered locally and worked to fill an identified need for a retail store and a grocery/convenience store. The Coop Development Center will share information about the correct way to engage in cooperative activities.*

### SESSION III: UNIQUE SPACES

Scot Holcomb / Holcomb Mechanical / Broken Bow

Rawnda Pierce / Twin Cities Development Association / Scottsbluff

Pat Compton / Department of Economic Development

*Housing shortages are often mentioned as a critical need in communities. This panel will share their unique solutions to the housing situation by finding new uses for forgotten or unused spaces and thinking outside the box to address special housing needs.*

## Volunteerism & Community Engagement Track:

### SESSION I: MENTORING: HELPING YOUTH & COMMUNITIES REACH THEIR FULL POTENTIAL

Annette Woodhead / TeamMates Western Regional Coordinator / North Platte

*The ways mentoring can help youth and communities are as varied as the people involved in each program. At its most basic level, mentoring helps because it guarantees a young person that there is someone who cares about them. While lists and statistics can be impressive, lives changed and communities strengthened can be even more impressive. Hear success stories and learn how mentoring through TeamMates can benefit your community.*

### SESSION II: ENGAGING MINORITIES IN RURAL COMMUNITIES: SERVICE AND LEADERSHIP

Carlos Bárcenas / Executive Director, Multicultural Coalition / Grand Island

*Ethnic minorities are an untapped community resource that can add value in addressing public problems. Learn how to mobilize these growing populations and develop their leadership potential.*

### SESSION III: WHAT DOES A VOLUNTEER LOOK LIKE? – VOLUNTEERING THROUGHOUT LIFE

Jennifer Lewis / YWCA of Adams County, Executive Director / Hastings

Densel Rasmussen / Principal Financial Group, Operations Manager / Grand Island

Julie Nash / Senior Action, Inc., Executive Director & Nebraska Senior Corps Association, President / Hastings

*Learn how to recruit and retain dedicated volunteers of all ages and disciplines. This session will focus on volunteerism by youth, busy family members, employees, and seniors.*

## Youth Entrepreneurship Track:

Speakers for the Youth Entrepreneurship Sessions are:

Diane Vigna, PhD / Associate Professor and Extension Specialist / University of Nebraska Lincoln

Nancy Eberle / Project Development Coordinator / University of Nebraska Lincoln – Extension

### SESSION I: YOUNG ENTREPRENEURS SHOW AND TELL

An interactive panel discussion with youth entrepreneurs. Learn how they developed their successful businesses and what their plans are for future expansion!

### SESSION II: IT'S A "WHATSIT! – WILL IT SELL? – Luncheon Session

A hands-on activity in which participants will develop a business concept and marketing plan (including a jingle) to support their new idea. Prizes for the winning categories will be given for "Best Business Concept", "Best Overall Marketing Plan", and "Best Jingle".

### SESSION II: IF WE CAN DO IT, SO CAN YOU

Learn from a panel of youth entrepreneurs who have real business experience. Get a chance to network with these successful entrepreneurs. Be inspired to develop your own business ideas!

### SESSION III: BUILDING A BRAND AND MARKETING IT

This session will look at various marketing strategies from logos and slogans to packaging, promotions and philanthropy. Bring your business cards to share with fellow session participants. Don't have a business card? We'll help you design one!

## Keynote Address: *Partnering Gratitude and Networking for Success*



**April Kelly, President of Gratitude Academy**

*Author of Spaghetti on the Wall and Gratitude at Work*

In her keynote presentation, *Partnering Gratitude and Networking for Success*, networking expert April Kelly shares time-tested advice and practical tools that will help businesses and individuals build a strong brand and real networking connections that deliver results.

Kelly relies on her corporate branding and networking experience to teach others how to:

- Identify key strengths, unique values, and passions
- Leverage the strength of the Thank You Economy
- Enhance and define a personal brand
- Apply the four paramount rules of networking
- Use social networking sites to build a valuable network

The global marketplace is open to your business, April Kelly will show you how to reach them and keep them with gratitude.

April Kelly is a multi-dimensional connector and communicator of the highest order, with a passion for developing team vision and culture. Most recently Kelly was the Senior Director of the LinkedIn™ Service Center and previously held a leadership position at PayPal. The skyrocketing success of LinkedIn™ is just a part of her extensive background in sales, marketing, coaching and public speaking. She is President of Gratitude Academy, LLC, dedicated to cultivating gratitude principles in a multitude of settings. The vision of the Academy is to foster a positive, thankful business community. Her first book, *Gratitude at Work, How To Say Thank You, Give Kudos and Get the Best From Those you Lead*, is a Best Books Award finalist in the Business Management and Leadership category. Her latest book, *Spaghetti on the Wall, Branding and Networking Methods that stick* will be available for purchase at the conference.

## Governor's Conference on Rural Development

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

*"Partnering for Progress"*, this year's conference theme unites the Nebraska Department of Economic Development, the Nebraska Rural Development Commission and ServeNebraska, the Nebraska Volunteer Service Commission – in bringing you new, innovative solutions to grow partnerships that benefit you and your community. The Conference's three tracks – Strengthening Communities, Volunteerism & Community Engagement, and Youth Entrepreneurship – will provide strategies, information, examples and creative ideas you can use in your own community. Youth participants will attend the all-day youth entrepreneurship track.

## Youth Entrepreneurship Track

The day-long youth track will focus on entrepreneurial development and is targeted to students in the 6, 7 and 8<sup>th</sup> grades. Youth registration is \$25 with limited scholarships available. Youth interested in applying for a scholarship need to email a letter of application to, Diane Vigna, PhD, at [dvigna@unlnotes.unl.edu](mailto:dvigna@unlnotes.unl.edu), 402-472-6318. Applications must be received by 5pm on March 23.

## Awards Luncheon

### *First Lady's Outstanding Achievement Awards*

The First Lady's Outstanding Community Service Awards recognize and celebrate the contribution made to Nebraska communities by youth, adult and groups who volunteer their time and demonstrate excellence in the following categories:

- Lifetime Achievement in Volunteering
- Individual & Group Volunteer of the Year
- Service Learning Program
- Community Partnership in Education
- Business Support for Education
- School Volunteer Program
- Student Leader
- Community Service Project
- National Service
- Debra Hartmann Award for Professional Commitment to Service

### *Connecting Nebraska Awards*

The Connecting Nebraska awards are presented by the Partnership for Rural Nebraska to individuals, businesses and collaborative partnerships that have significantly impacted their regions in the past year. The Partnership for Rural Nebraska (PRN) is a volunteer association made up of agencies and entities whose programs and services focus on the needs and issues of rural Nebraska. The categories are:

- Southeast
- Northeast
- North Central
- Central
- New Frontiers
- Western Nebraska
- Special Award