



Friday, October 2, 2020
10:00am - Zoom Call

Meeting Minutes

The meeting convened at 10:00 am.
Marilyn Schlake called the meeting to order.

Quick Introductions

| Name | Organization | Location today | What's been keeping you lately? |
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| Marilyn Schlake | Nebraska Extension | Home office, Cortland | Getting back into working with communities to build their eship supports. |
| Cyndi Hanson | Northeast Community College | South Sioux City Extended Campus | Opportunities to help economy rebound and grow. |
| Jamie Logue | Central Community College | Grand Island, Nebraska | We (my family) have been working on a 3,000 piece puzzle (Where's Waldo). It's been good for my brain and my sanity! |
| Gregg Christensen | Nebraska Department of Education-Retired | Lincoln, Nebraska | Having a lot of projects done around the house (not by me). Landscaping, Thrasher basement repairs, new countertops in bathrooms and kitchen...and more to be done... The list is never ending! |
| Shawn Kaskie | NE Extension | Kearney; office in Custer Co | RPN transition and Rural Food retail |
| Griselda Rendon | Center for Rural Affairs-REAP | Grand Island, NE | The new challenges of adapting to this new lifestyle and still being able to assist my clients. |
| Mary Janssen | Nebraska Department of Education | Home office, Omaha Nebraska | Continuing to learn in my new job/role and my kids (ages 3 and 18 months) |
| Janell Anderson Ehrke | GROW Nebraska | GN Innovation Center Kearney | Getting my kids established in their new adventures, working to get business to digitally pivot. |

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| Aliese Hoffman | Center for Entrepreneurship and Rural Development | UNK Campus | A lot of student activities and plans for future events. |
| Roxann Holliday | Central Community College | CCC in GI | Trying to sell our house has definitely kept us on our toes! |
| Lisa Tschauner | Center for Entrepreneurship & Rural Development | UNK | Going to the gym, #50 visit. |
| Gene Knapp | Score | | Closed out double work year over year, Hispanic businesses. Personal |
| Sandra Barrera | Latino Business Program | Grand Island | Grandma 1st Time. Working with Latinos, business growing. |
| Doris Lux | Score | Columbus | Training with Grow Nebraska, table talks once a month. Busy helping with businesses, Market 23. Expecting twin grandbabies. |
| Cathy Lang | NBDC | Omaha | SourceLink Nebraska - announcing Network Builder - Scott Asmus - NBDC staffers are very busy, greater interest in growing business. |
| Linda Hartman | SCC - Business Program | Officing both home and business | Kayaking around the different lakes. |
| Dave Behle | Dawson Public Power District | Lexington | Had a daughter get married this summer! |
| Dan Mauk | Nebraska City Economic Development | Nebraska City | Joined Omaha Partnership, working a lot of project. Expecting 10 grandbaby. |
| Jim Reiff | Nebraska Enterprise Fund | Omaha | Various projects and HS Sr. Oct 16 - "From Start-up to Success" October 21 - EEC - Legal Topic on small business incorporation Range of ongoing training activities |
| Veronica Reyes Spindola | Center for Rural Affairs-REAP | Columbus | Busy lending time and a lot of learning opportunities for entrepreneurs and new businesses. |
| Craig Eberle craig@scedd.us 308-270-3301 | SCEDD | Officing out of home near Bradshaw and in Holdrege | Started with SCEDD on September 28 as a Business Consultant |

Secretary Report– Aliese Hoffman

New Business

- Election of 2020-2021 Officers – Chair Elect
 - Will become the Chair in 2021-2022
 - We alternate between a service provider and an educator each year
 - Jim Reiff will take over as a service provider this year
 - Nominations can be made anonymously through a Google Form

****Lisa Tschauner was appointed as the 2021 Chair Elect.***

- NETForce Award Nominations – Aliese
 - Have worked with the Marketing committee to put together promotional graphics. Steve Bors will build a webpage specific to awards so we can include a link to that page as we promote and ask people to submit nominations. This page can include past winners, award categories and details, and the link to submit nominations.
 - The awards are: Outstanding Service Award, Entrepreneur Educator of the Year, Nebraska Entrepreneurship Gregg Christensen Distinguished Hall of Fame Award
 - The marketing committee is working on promotions to be sent out to encourage people to make nominations
- 2021 Meeting Dates – Jim
 - We usually meet in January, April, and September
 - We have discussed having every other meeting be either in-person or virtual
 - Plan to meet on January 29 with a virtual option, April and September. Dates and Zoom vs. in-person TBD.

Old Business

- 2020 Entrepreneurship Summit Update – Marilyn (Team)
 - Registration: <https://go.unl.edu/eshipsummit2020>
 - The Summit will be in person and also offered virtually. The registration is \$60 for in person and \$45 for those joining remotely
 - Speakers:
 - Brian Ardiger of Inside/Outside Podcast
 - Tony Goins from the Nebraska Department of Economic Development will give an update
 - Dr. Josie Schafer from Center for Public Affairs Research will share about lay of the land of small business in Nebraska
 - Have 10 breakout sessions that are either two 30 minute or one 60 minute session
 - A lot of the sessions are centered around how do the businesses pivot and what resources are available for small businesses
 - Big Idea Talks panel will include three different businesses from varied industries. The owners will talk about the changes they made to survey during COVID-19. What practices have stuck and what can they do to plan for the future. It will be a fun, interactive session.
 - We are supporting teachers who want to broadcast into the sessions live or they will be recorded so they can tune in on their own time since teachers are not able to travel this year.
 - Do need moderators, especially since we will be broadcasting. It will take a lot more people to make sure all the technology works.

****Since the NETForce meeting, the planning committee for the 2020 Entrepreneurship Best Practices Summit made the decision to postpone the event until November 9, 2021 due to the COVID-19 pandemic.***

- NETForce Positioning Statements- Need approval
 - Marilyn read through the document to the meeting attendees.
 - Catherine Lang made a motion to accept the updated NETForce Positioning Statements
 - Doris Lux seconded the motion.
 - All members approved to accept the Positioning Statements.

- Marketing NETForce – Marketing Committee – Lisa/Maggie/Aliese
 - Website
 - Plan to have a new website that is not hosted on Nebraska Department of Education’s website. Would be wise to wait until after the Summit to launch the new website in order to keep the flow of getting people to the right place to register and get Summit information.
 - Facebook
 - Facebook was changed from being a group to a page
 - Members need to find and like this new page.
 - LinkedIn
 - Page for NETForce was created
 - You should find NETForce on LinkedIn and follow that page.
 - NEDA membership
 - Lisa and Maggie met and developed new graphic standards with NETForce. This will be shared on the Google Drive for all members to see. This includes typography, colors, and logos to be used in correspondence to keep our brand consistent.
 - In terms of Summit, we have registration graphic for all to use to share. Will be sending out speaker profiles on Facebook and LinkedIn every other day along with promotions for different awards we are seeking nominations for.

- NETForce Ideas from 5-15-20 Discussion, Where are we now? Are these still valid?
 - Bring people together through Facebook to share success stories.
 - Could use the new Facebook page once it is up and going.
 - Another social media marketing proposal from Lisa T. is to invite all members throw together a 250-500 word essay/ blog that is somewhat personal and professional. Could have a blog on the new website where a person is featured each week. This connects our audience with us and vice versa. That also gives us content to refer back to. Send an email to Lisa T. if you are interested in this. That gives us something to post on Facebook and LinkedIn after the Summit. We want to keep things moving along and keeping people interested in NETForce after the Summit is done. Could also do videos or podcasts. Can name it something clever. It’s a way to keep social media fresh and in front of people. Can make it more structured through a process. Lisa T. will create a Qualtrics form. Lisa will start archiving and will have a go-to for social media. Every quarter could request specific people to provide this information so we

have it. This could become a part of NETForce meetings so people know what we need. Teachers can use this in the classroom and this will keep them coming back to the website.

- Facebook Support group for (1) teachers (2) business owners
 - Support for this could be provided through SourceLink.
- New Venture Adventure/Builders Challenge – Train the trainer
 - In limbo because of COVID, but CERD can put an outline together of how to share this with others.

Marilyn turned it over to Jim as the new Chair.

NETForce Partner Updates

3 minute short sharing presentations of key activities, resources available and future events information.

| Name & Organization | Update / Activity / News / Happenings |
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| Lisa Tschauner and Aliese Hoffman Center for Entrepreneurship and Rural Development | Big Idea Hastings is postponed until spring 2021 or fall 2021. We are moving forward with Big Idea UNK on November 4th. This is a virtual competition for UNK students. Reach out if you would like to be a preliminary judge for this. The 10th Big Idea event will be more of a celebration that will include a community category. Light It Up awards ceremony will be held in the spring to give the award winners the attention and recognition they deserve. Continue to do community research and gather public input. Just completed our Academic Program Review. Lisa is teaching Entrepreneurship Around the World. The CEO student organization has utilized the New Venture Adventure on the Road framework to redevelop their meeting structure. |
| Mary Janssen | We are working at a CTE (Career and Technical Education) team to develop professional development for our teachers this semester, knowing that it looks a lot different this semester. We have shared information with our career field specialists about the summit and using it across career fields. Looking forward at Global Entrepreneurship Week, it would be great to coordinate resources for teachers to highlight within their classroom. |
| Roxann Holliday - CCC (For Maggie Esch in Hastings) & Jamie Logue | We are working on building out a space in Hastings for incubator/coworking space. Right now working with an architect to get plans for a few different spaces. Like Lisa mentioned, Maggie has postponed Big Idea Hastings. We are also seeing increased enrollments in Intro to Entrepreneurship courses online and on campus. |
| Marilyn Schlake - Rural Prosperity | New RPN that focuses on six priority areas, people, placemaking, capacity building, ecommunities, engagement and regional foods. Ecommunities - working from the community |

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| Nebraska/Nebraska Extension | aspect on ecosystem building. Rec'd Kauffman grant to focus on rural grocery store transfer. |
| Janell - Grow Nebraska | 2 monthly webinar, average 50 people, 3 & 4th week. Launching a new google platform. How every business can have some digital presence. Working with Market23. |
| Doris Lux | Chamber, SCORE, REAP and Grow on training projects. Working on Market23. Workshop in Spring bi-lingual partnering with REAP. Working in Central City - presentations. TableTalks put on YouTube for people to access. |
| Sandra Barrera | Of the newest startups they have, 24 are on transportation. They're still working on programming and are planning for wintertime classes on a national level. Sandra had the opportunity to meet with extension educators at a national level. |
| Gregg Christensen | He continues to support wherever he can. |
| Cathy Lang | Deploying CARES act dollars across the state. Enlighten - online resources for small business owners - developing curriculum - short segments on topics, Working with Janell on content as well. |
| Linda Hartman | Focus Suites - Perk Up Thursdays, still virtually. Eship courses, does a DACUM study every 5-years to review curricula. Small Business owners help provide input for courses on Oct 29. Will share later when finished. |
| Veronica Reyes Spindola | Have an express loan for small businesses up to \$10,000 with minimal requirements that has been very popular. They can get those funds in less than a week. They do have the academies through their women's business center. They are doing that remotely through Zoom now and they are very successful. 6 out of 8 loans have been for trucking in her portfolio. |
| Craig Eberle | Recently started at SCEDD - 13 county development district providing community and business development assistance. Home NE Webinar October 15. Working on various COVID funding projects dealing with disaster response and resiliency. |

The next meeting was scheduled for January 29.

The meeting adjourned at 11:45 am.