Governor’s Conference on Rural Development

RENEWABLE NEBRASKA
and 45th ANNUAL NCIP AWARDS BANQUET

November 14, 2008
Kearney Holiday Inn Hotel & Conference Center

General registration due October 24, 2008. Registrations after October 24 include a $10 per person late fee. Lodging reservations for discounted conference rate to be made by October 17.

For more information, please contact: Lindsay Papenhausen, NCIP Coordinator
Phone: 402-471-6587  Email: lindsay.papenhausen@nebraska.gov
The 1st Annual Governor’s Conference on Rural Development

The Nebraska Community Improvement Program (NCIP) and the Partnership for Rural Nebraska (PRN) have joined forces to create the inaugural Governor’s Conference on Rural Development. The conference focuses on building the leadership, community, and economic development capacity in rural Nebraska—helping to create a more sustainable state.

This year’s conference theme is “Renewable Nebraska.” Merriam-Webster Dictionary defines renewable as “capable of being replaced by natural ecological cycles or sound management practices.” It is our goal to create renewable community development efforts to help support the development of rural Nebraska. It is up to all participants to share the information with other community leaders and replace the current leadership cycle with new leaders for the future. Communities must systematically plan for the future and utilize sound management practices of all available resources in order to create a renewable environment.

The conference will feature five “resource” tracks—each providing information on renewable community resources: technical, financial, human, natural, and youth. Youth are encouraged to participate in the all-day youth session track, or they can attend any of the other tracks that may be of interest to youth leaders.

NCIP, a program of the Nebraska Department of Economic Development (DED) has proved that leadership, community, and economic development are all essential keys to holistic community 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.

The PRN exists to improve the effectiveness of resources that support local-based rural development efforts statewide and to better utilize human and financial resources for rural development. The group is comprised of several state and federal agencies as well as various resource providers. The members are committed to working with and supporting interested local, regional, statewide, and national partners. Present members of the PRN include DED, the United States Department of Agriculture Rural Development (USDA RD), Nebraska Department of Environmental Quality (DEQ), U.S. Small Business Administration (SBA), University of Nebraska, Nebraska Department of Labor (DOL), Nebraska Public Power District (NPPD), NMPP Energy, UNL Center for Applied Rural Innovation, Nebraska Rural Development Commission (RDC), REAP, and various development districts.
KEYNOTE SESSION
America’s Coming Heartland Boom
Richard Karlgaard

Would you (or your employees) be happier if you lived somewhere else? A place where the quality of life is greater than the cost of living? In the coming years, this kind of balanced, technology-enabled lifestyle is what millions of Americans will seek out, says Rich Karlgaard in his book Life 2.0, a Wall Street Journal best seller. This lecture is designed for state and city economic planners, real-estate developers, human-capital managers, and anyone interested in American regional growth patterns. Which American heartland cities and regions will prosper? What do talented workers really want? Why do global trends and U.S. demographics favor small city revival? Why will the 2008 elections favor smaller states? Why should states and cities develop entrepreneurs and not chase jobs? Hear Rich’s thoughts on all of these topics, as well as the eight secrets of thriving small and medium cities—and the one secret that matters most.

Rich Karlgaard is the publisher of Forbes—the world’s most popular business and financial magazine, read by 4.5 million people per issue. In every issue of Forbes, Rich writes a column called Digital Rules. It appears in the front pages of Forbes, directly after columns by Steve Forbes. In his Digital Rules column, Rich writes about technology, entrepreneurship, regional and economical development, and the future of business and work. He frequently lectures on these subjects and is a regular guest on Fox News Channel’s Forbes on Fox. In 2005, Rich began writing a daily blog, which appears on the home page of Forbes.com.


Rich is an accomplished entrepreneur. He has co-founded two companies (Garage Technology Ventures in 1997 and Upside Magazine in 1988) and one civic organization (the 5,500-member Churchill Club in 1985). For the latter, Rich was a co-winner of the Ernst & Young Northern California “Entrepreneur of the Year” award.

Rich was raised in Bismarck, North Dakota, and graduated from Stanford University with a B.A. in political science. Currently, he lives with his wife and two children in Northern California. When he is not working or spending time with his family, Rich likes to fly his single-engine airplane around the country and meet the people who make America unique and great.

Other Event Highlights

- Attend the pre-session event on November 13 to learn how technology can help aid in your community’s development process. The 1/2 day session will feature hands-on technology training, including website critiques, marketing your community and region, and more.

- Loup City, Ravenna, and Gibbon are all taking steps to ensure that generations for years to come will be able to enjoy a life lived in rural Nebraska. Take the pre-conference tour on November 13 to see first-hand the many projects taking place in the region. The tour will highlight eco-tourism, cultural heritage efforts, business development and recruitment projects, youth centers and youth involvement, the Nebraska’s Byways, and many other community development projects.

- Luncheon speaker Matt Deighton, of Greensburg, Kansas, will provide insight into the amazing transformation taking place in this rural Kansas community following a devastating EF5 tornado that flattened virtually everything in the community. Greensburg leaders have decided to rebuild “green”—making it the first community in the country to build with these standards. However, more impressive than the “green” initiative is the community and volunteer support that has been the driving force for this can-do community.

- Celebrate successes at the 45th Annual NCIP Awards Banquet, where Lt. Governor Rick Sheehy will present more than 60 awards to communities that have taken the steps necessary for a renewable future. Awards will focus on outstanding efforts in community, economic, and leadership development.

- Special Youth Track! Nominate youth (ages 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 effect peace 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!
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 13-14, 2008. Rooms can be reserved at a rate of $64.95 per night for a room with two queen beds or one king bed through October 17, 2008. Suites also are available at a rate of $129.95 per night. Please make your hotel reservations by that date or earlier to receive the discounted conference rate. Identify yourself as a “Nebraska Community Improvement Program conference 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.

New for 2008! Online Registration!
Online registrations are being accepted at: http://cariregistration.unl.edu/CourseStatus.awp?~~08GOVNKR1113
Registrations will not be accepted over the phone. Please submit only one name per registration form. Registrations after October 24 will be assessed a $10 per person late fee. Online registration ends at 12:01 a.m. on Monday, November 10. After that time, those wishing to register may do so at the door.

Mail-In Registration: 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 post-marked after October 24 should include a $10 per person late fee.

Make Checks Payable to: University of Nebraska

Send Registration to:
Audrey George
Center for Applied Rural Innovation
103H Miller Hall
Lincoln, NE 68583-0711

Registration Questions
Contact Audrey George at 402-472-5558 or alegeorge2@unl.edu or Lindsay Papenhausen, NCIP Coordinator, at 800-426-6505, 402-471-6587, or lindsay.papenhausen@nebraska.gov.

Special Needs
Individuals requiring physical or sensory accommodations, including interpreter services or recorded materials, should contact Lindsay Papenhausen, NCIP Coordinator, at 402-471-6587 or lindsay.papenhausen@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. Community photographs with Lt. Governor Rick Sheehy will be taken following the NCIP Awards Banquet.

Conference Questions
For more information, contact Lindsay Papenhausen at 800-426-6505 or lindsay.papenhausen@nebraska.gov.

Cancellation/Refund Policy
There will be no refunds or cancellations on registrations after October 24. Substitutions are allowed by calling 800-328-2851.

Thursday, November 13:

Pre-Conference Sessions

12:45–5:30 p.m.
Community Development Tour
(Limited to first 40 registrants)
Travel from Kearney to Loup City to see firsthand all that local volunteers have accomplished. On the drive, learn more about the University of Nebraska at Kearney’s Center for Rural Research & Development entrepreneur efforts and how they can assist your community. Highlights in Loup City will include the disc golf course created on the grounds of an old zoo, the new community center, and behind-the-scenes efforts of Polish Days. Also, participants will hear how the community attracted the manufacturing and distribution center for Bullet Weights, which utilized the old school building. Next, participants will step back on the bus to learn more about the Nebraska’s Byways while en route to Ravenna. Participants will have the opportunity to visit the Ravenna Youth Center and hear from some outstanding youth leaders. Additional stops will provide information on bed and breakfasts, business development, and housing. The last stop will be in Gibbon at Geo Spencer Winery, with a little time built in for relaxation while participants learn about agriculture and business opportunities in Nebraska. The tour will conclude in Kearney at the Holiday Inn.

Tour participants will meet in the Kearney Holiday Inn Conference Center Lobby (back side of hotel) at 12:30 p.m. Bus will depart promptly at 12:45 p.m.

Registration: $40 per person (includes session materials).

1:00–4:00 p.m.
Making the Most of Available Technology
(Limited to first 15 registrants)
Presenters: Tim O’Brien, DED; Connie Hancock - University of Nebraska Extension
Is your community or business using technology to its fullest potential? What are new ideas or some ways around the issues holding you back? Learn how to use technology creatively as well as correctly to reach your community’s or business’s maximum potential. This session will provide an overview of everything from website design to computer tips. Please come prepared with your ideas and questions for discussion. THIS SESSION INCLUDES HANDS-ON TRAINING!

Tim O’Brien is an Information Technology Consultant for DED. He possesses a broad range of technical knowledge with specialties in e-commerce, web design, and marketing. Tim holds a bachelor’s degree in management information systems from UNL and a master’s degree from Doane College.

Connie Hancock, UNL Extension Educator, is focused on helping communities and businesses impact the new economy and improve economic development opportunities. She provides educational programming to communities and businesses in the areas of e-commerce and community capacity building. As a member of the eXtension Entrepreneurs and Their Community, she has been able to utilize her knowledge on a national level. Connie works for the University of Nebraska Extension located in Cheyenne County, primarily working in the Panhandle area.

Held at Central Community College Kearney Campus – Room 140. Participants will meet at the workshop site (Central Community College). Free parking available.

Registration: $40 per person (includes session materials).

Early registration is recommended as this session is expected to fill quickly.
**Friday, November 14, 2008**

**Kearney Holiday Inn Hotel & Conference Center**

### NCIP Awards Banquet

**8:00-9:00 a.m.**
- Registration (Pre-Function Area)
- Continental Breakfast

**9:00-10:15 a.m.**
- **Welcome:** Richard Baier, Director – DED
- **Keynote Address:** Richard Karlgaard, Publisher – Forbes magazine
  
  America’s Coming Heartland Boom:
  - How happy would you (or your employees) be if you lived in a place where the quality of life is greater than the cost of living? In the coming years, this kind of balanced, technology-enabled lifestyle is what millions of Americans will purposely seek. This session is designed for state and city economic developers, real-estate developers, human-capital managers, community volunteers and leaders, as well as anyone interested in American regional growth patterns. You will learn: Which American heartland cities and regions will prosper; what talented workers really want; why global trends and U.S. demographics favor small city revival; eight secrets of thriving small and medium cities; and why states and cities should develop entrepreneurs and not chase jobs.

**10:15-10:45 a.m.**
- Networking Break and Booth Visits

**10:45-11:45 a.m.**
- **Welcome:** Lt. Governor Rick Sheehy will present the NCIP Awards.

### Human Resources

**1:30-2:30 p.m.**
- **Welcome…Please Make Yourself at Home**

  Valley County is making a conscious effort to attract and retain its youth through the creation and maintenance of an alumni database, startup of an active young persons group, and construction and availability of more affordable housing among other incentives.

  **Presenters:** Nancy Glaubke, Ord Economic Development; Cheryl Burkhart-Kriesel, University of Nebraska Extension; Randy Cantrell, University of Nebraska Extension

  **Facilitator:** Vicki Schmidt, NCIP Advisory Committee

**3:00-4:00 p.m.**
- **The Many Generations of Community**

  Learn about the unique characteristics of each generation in your community—from Generations X, Y, and Nexters through Boomers and Builders. How can your community best use each generation’s strengths for successful community development and a robust future?

  **Presenter:** Kathie Starkweather, Director – Center for Rural Affairs

  **Facilitator:** Jerry Johnson, NCIP Advisory Committee

**4:30-5:45 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 advisory members 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**

  Lt. Governor Rick Sheehy will present the NCIP Awards.

  Don Gill, “the Voice of Nebraska,” will be master of ceremonies.

  NCIP sponsors provide cash awards and plaques. Communities are encouraged to bring a centerpiece reflective of their community pride to place on their table.
10:45–11:45 a.m.
**Richard Karlgaard, Continued**
Session closed for general registration.
*Presenter: Richard Karlgaard, Publisher – Forbes magazine*
*Facilitator: TBD*

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10:45–11:45 a.m.
**Leveraging the FUNdrasing**
Learn how volunteers from Nebraska’s rural communities are enhancing local economic development, recruiting young families back to their hometowns, and building community leadership capacity by using new fundraising methods to capture millions of dollars from the intergenerational transfer of wealth. Explore how the earnings from these endowed funds are being reinvested in the local community to renew the future by improving the quality of life. Discover the benefits several communities (including Eustis) have experienced after including youth on their community boards.
*Presenters: Doug Fredli, Nebraska Community Foundation; Whitney Bumgarner, DED; Judy Brockmeier, Eustis Area Community Foundation*
*Facilitator: Doyle Howitt, NCIP Advisory Committee*

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1:30–2:30 p.m.
**Can You Hear Me Now? Assessing Your Community’s Technological Capabilities**
What are the technological needs of potential business and people recruits? Is your community meeting these requirements? Learn the “must haves” for any community looking to focus on business and human talent recruitment and retention.
*Presenters: Tim O’Brien, DED; Connie Hancock, University of Nebraska Extension*
*Facilitator: Kris Miesner, NCIP Advisory Committee*

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1:30–2:30 p.m.
**Funders Roundtable: Financial Packaging for Community Projects**
USDA? DED? DEQ? SBA?...So many resources, but how do they work for your project? A number of representatives from various state agencies will field project questions and help you determine how they can be of assistance.
*Presenters: Jackie Stumpff, DEQ; Steve Danahy, DEQ; Barbara Foster, SBA; Byron Fischer, USDA RD; Lara Huskey, DED*
*Facilitator: TBD*

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3:00–4:00 p.m.
**The Rejuvenation of America’s Downtowns**
How do our rural downtown business districts keep up with the times as markets and people change and as trends in retail in business change? Many communities think that a short-term “quick fix” or “big project” is the key to sustainability when, in fact, that is not always the case. An active downtown management organization that stays in it for the long haul is the key to helping rural downtown business districts adapt to a changing society so they may survive well into the future. Learn about what other communities have done using the Main Street program to revitalize and sustain their downtown districts.

Also, hear about DED’s new downtown revitalization initiative. Site visits have been conducted, and Gothenburg, Cozad, Sidney, Wayne, and Nebraska City will be utilizing Community Development Block Grant (CDBG) funds to create a downtown revitalization plan and then working to implement the plans.
*Presenters: Elizabeth Chase, Director – Nebraska Main Street; J.L. Schmidt, Director – Heritage Nebraska; Steve Charleston, DED*
*Facilitator: Gerry Osborn, NCIP Advisory Committee*

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3:00–4:00 p.m.
**Development Districts: What Can They Do for You**
In each region of the state, Development Districts are hard at work in assisting communities in development efforts. Come gain a better understanding on the services offered by these districts and how you can utilize the talents of Development District staff.
*Presenters: Thomas Higginbotham, Jr., Northeast Nebraska Development District; Karl Elmsheuser, West Central Nebraska Development District; Jane Gilbert, Siouxland Interstate Metropolitan Planning Council (SIMPCO); Laurie Hansen, Central Nebraska Economic Development District; Jarrod Haberman, Panhandle Area Development District; Sharon Huefle, South Central Economic Development District; Paul Mullen, Omaha-Council Bluffs Metropolitan Area Planning Agency (MAPA); and Dave Taladay, Southeast Nebraska Development District*
*Facilitator: Bernie Cunningham, NCIP Advisory Committee*
10:45–11:45 a.m.  
**Turning Brown Into Green**  
Learn more about natural resources and water shortages as well as conservation techniques, and how communities deal with Brownfields.  
Presenters: Hugh Stirts, DEQ; Charlene Sundermann, DEQ  
Facilitator: TBD

1:30–2:30 p.m.  
**The Answer Is Blowing in the Wind...or Not? Energy and Conservation Techniques**  
With rising energy costs, is wind the answer? Learn how communities can work to develop energy conservation techniques and explore the possibilities of harvesting wind energy.  
Presenter: Dave Rich, Nebraska Public Power District  
Facilitator: Mary Plettner, Partnership for Rural Nebraska, NPPD

3:00–4:00 p.m.  
**Innovation With Organics and Ag-Business**  
The session will focus on the importance of leading continuous innovation and change in agriculture. Topic points will include entrepreneurial leadership, innovation, and future trends. Plus, learn how your community can implement a campaign to buy local.  
Presenters: Billene Nemac, Buy Fresh, Buy Local; Connie Reimers-Hild, University of Nebraska Extension  
Facilitator: Karen Kollers, Partnership for Rural Nebraska, DED

10:45 a.m.–4:00 p.m.  
**Priceless Youth Leadership Development** (Limited to 30 participants)  
Youth (ages 8–16 years) will work to develop leadership skills and capabilities and then work to apply these skills to a community development project that is designed to be implemented in the community following the training. All youth must be nominated by a community leader and/or educational leader (see registration form and nomination form). There is no charge for selected youth to participate in this youth-only track.  
Presenters: Lindsay Hastings, University of Nebraska Human Resource Institute (NHRI) and other outstanding NHRI volunteers

**Priceless Youth Leadership Development** (continued)

**Priceless Youth Leadership Development** (continued)
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. You may also register online at:
http://cariregistration.unl.edu/CourseStatus.awp?-_08GOVNKR1113

Name (as printed on name tag): ________________________________________________________
Organization/Community: __________________________________________________________________
Community to be Seated With at NCIP Banquet: ____________________________________________________________________________________________________________________________________________
Address: ____________________________________________________________________________________________________________________________________________________________________________________________________________
City: ____________________________________________________________________ State: _________________________________________________ Zip: __________________________________________________________________________
Daytime Phone: __________________________________________________ Fax: ____________________________________________________
Email: ______________________________________________________________________

### Thursday, November 13—Pre-Sessions
- Technology Training (Limited to first 15 registrants) $40 _______
- Community Tours (Limited to first 40 registrants) $40 _______

### Friday, November 14—All Day Sessions
(Includes 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 15.)

### NCIP Awards Banquet
- Banquet Registration $30 _______
  - OR
- Complimentary Tickets for NCIP Awards Banquet
  - Community Notebook Advantage Award Judge $0 _______
  - NCIP Advisory Committee Member $0 _______
- Late Registrations (postmarked after October 24) $10 _______

**Total Amount Enclosed:**

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<tr>
<th>Have you attended this conference before?</th>
<th>Yes</th>
<th>No</th>
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<td>Make checks payable to: University of Nebraska</td>
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Send registration to: Audrey George  
Center for Applied Rural Innovation  
103H Miller Hall  
Lincoln, NE 68583-0711
Youth Leadership Track Scholarship Form

New for 2008! 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 send it to the NCIP coordinator, along with one nomination letter from a community leader or educational professional. The session is open to anyone aged 8–16 years. A limited number of slots are available, so register soon! Those registering for this session are not able to register online and must send in registration via mail to Lindsay Papenhausen at the Department of Economic Development.

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 upon?

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 graduation from high school?

Send registration to: Lindsay Papenhausen
Department of Economic Development
P.O. Box 94666
301 Centennial Mall South
Lincoln, NE 68509
Are you interested in marketing your community or business to more than 500 Nebraska residents? By donating to the NCIP silent auction, you are able to reach a wide audience and help promote 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 is interested in donating a silent auction item or package, please contact Lindsay Papenhausen at 402-471-6587 or lindsay.papenhausen@nebraska.gov by October 31, 2008.

A Special Thank-You

We would like to thank the following NCIP sponsors for providing cash awards, plaques, booths, conference speaker expenses, complimentary banquet meals for chairspersons, and NCIP judges' expenses:

- Northern Natural Gas
- Glenwood Telephone
- SourceGas
- NorthWestern Public Service
- Black Hills Corporation

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

- General Sponsor ($1-$220):
- First Bank & Trust Company
- Dawson Public Power
- NWP

- Gold ($200-$999):
- Rural Electric Association
- AGP AE Processing Inc.
- Platinum ($1,000-$1,999):

A Special Thank-You to all conference sponsors. These sponsors provide cash and in-kind services to keep costs affordable for conference attendees and allow us to offer the most relevant sessions. Sponsors include:

- Diamond ($2,000+):
- Nebraska Department of Economic Development

- Partnership for Rural Nebraska
- Iowa Nebraska Equipment Dealers Association
- Nebraska Department of Economic Development

- Platinum ($2,000+):

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

- General Sponsor ($1-$250):
- First Bank & Trust Company

NCIP also would like to thank all the hardworking volunteers across the state who have given their time and talents to their communities throughout the year. NCIP is very appreciative of the financial support through USDA-Rural Community Development Initiative and HUD Community Development Block Grant Technical Assistance Funds.

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