



2014 Annual Report

GROW Nebraska's™ Mission is to create sustainable economic development by supporting entrepreneurs and small businesses with **PROMOTION**, market access and **EDUCATION**. We work closely with our members to assist with all aspects of **MARKETING**. We offer individual training, product evaluation, access to wholesale markets, social media promotion and instruction, and **SALES** of products through online stores, such as eBay, Amazon, and BuyNebraska.com. We connect entrepreneurs to the global marketplace.

Discover more at
www.grownebraska.org





PROUD MEMBER OF GROW NEBRASKA:

“I joined GROW Nebraska because I am fascinated by the number of Nebraska-owned businesses in the state. As a former Husker, it takes a team to be successful and I want to be a part of the GROW Nebraska team of businesses.”

- DeMoine Adams

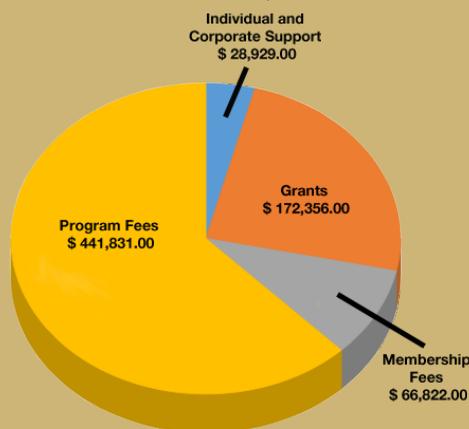
The Game Plan, Motivational Speaking

FINANCIAL REPORT

2014 Financial Highlight

GROW Nebraska has been striving for sustainability, and we are very pleased that 72% of our 2014 budget was derived from membership and program fees.

2014 Income
Total: \$709,938.00



2014 Expenses
Total: \$697,365.00



PROMOTION

Members benefit from the cooperative promotion of all GROW Nebraska member products. In order to get information about our members to consumers, members are indexed in the Member Directory on our website and in blogs and social media postings. Social media is one cost-effective way to share information and promote our members, their companies and their products. GROW Nebraska is active on Facebook, Twitter, Google+, LinkedIn, Instagram, Pinterest, YouTube, Tumblr, Flickr, and more.

EDUCATION

MarkeTECH is now the premier one-day training event focused on marketing complimented with technology. The annual event highlights expert speakers and presentations wrapped around invaluable networking opportunities. To further member education, smaller regional MarkeTECH workshops are scheduled throughout the year. Additionally, to cover a variety of topics of interest to small businesses, GROW Nebraska offers the monthly Third Thursday Trainings in a call-in format.

MARKETING

The best product in the world has little value if it can't find the market. GROW Nebraska assists its members with cooperative marketing opportunities like the retail training centers in Kearney, Grand Island and Omaha. Additional exposure is available at the GROW Nebraska State Fair Store. These opportunities compliment the e-commerce offerings.

SALES

Sales are the ultimate goal of all our members, whether they are product-oriented or service-based. GROW Nebraska offers several platforms to increase market access for our members. Beyond our retail training centers, members see increased sales with their products listed on eCommerce platforms including eBay, Amazon, and BuyNebraska.com.

Help us connect Nebraska's entrepreneurs and businesses to the global marketplace!

Donate today at
grownebraska.org

GROWTH

In 2014, GROW Nebraska provided our members with the support needed to create jobs, build new facilities, and generate out-of-state & international sales. With your support, we can continue this growth in Nebraska.