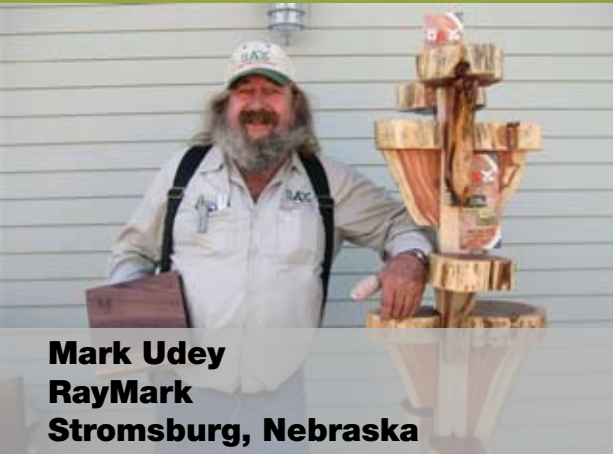


# 2008

**North Star Neighbors  
Natural Raised Beef,  
Chicken, Pork and Lamb  
Fullerton, Nebraska**



**Mark Udey  
RayMark  
Stromsburg, Nebraska**



# GROW Nebraska

# Annual Report



**Mac's Creek Vineyard  
Lexington, Nebraska**



**Bert Anderson  
Bert Anderson Collection  
Lincoln, Nebraska**



**Rosemary Thomas  
Rosemary's Porcelain Art  
Milford, Nebraska**



## Susan Hawley Ink Images Omaha, Nebraska

*"I've met some interesting people through GROW Nebraska and it's gotten me into some venues that I wouldn't have gotten into otherwise—the holiday store and the State Fair for instance. It is a way to market that I hadn't gotten to yet."*

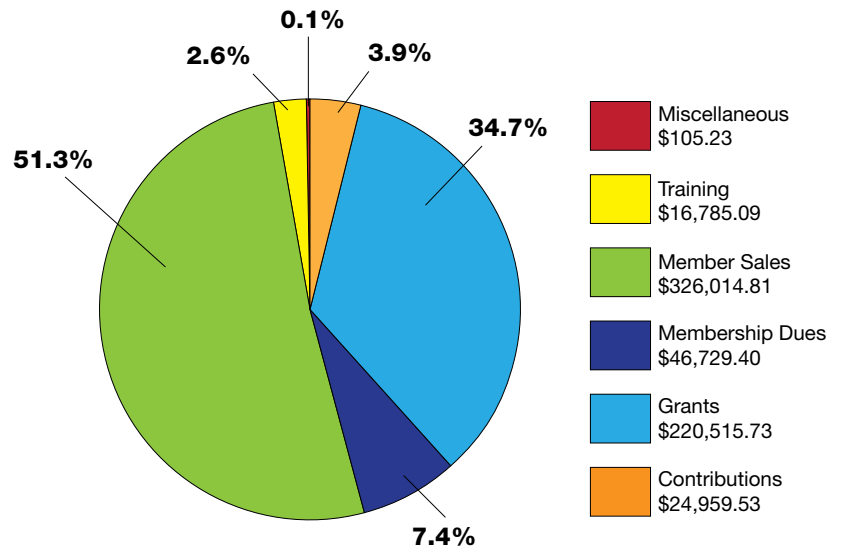


### 2008 Milestones

- Launched GROW eBay store in cooperation with UNL Extension.
- Generated \$326,014.81 in member product sales through retail operations.
- Membership increased by 19% to 300 members.
- Invested in a dynamic database to keep the GROW web site up to date, effective and expandable.
- Established a GROW Nebraska member's only web site, a blog, and social networking through Facebook and Twitter.
- Developed podcasts to promote the story behind member products.

### Total Income \$635,109.79

**53% Earned Income**



*"GROW places a priority on collaborating with multiple microenterprise development organizations that serve Nebraska entrepreneurs. That approach brings valuable marketing assistance to micro businesses across the state."*

**-Rose Jaspersen, Nebraska Enterprise Fund**

**Average net payout per business member that participated in market access services.\***

\*Net equals payout following 40% retained by GROW Nebraska.

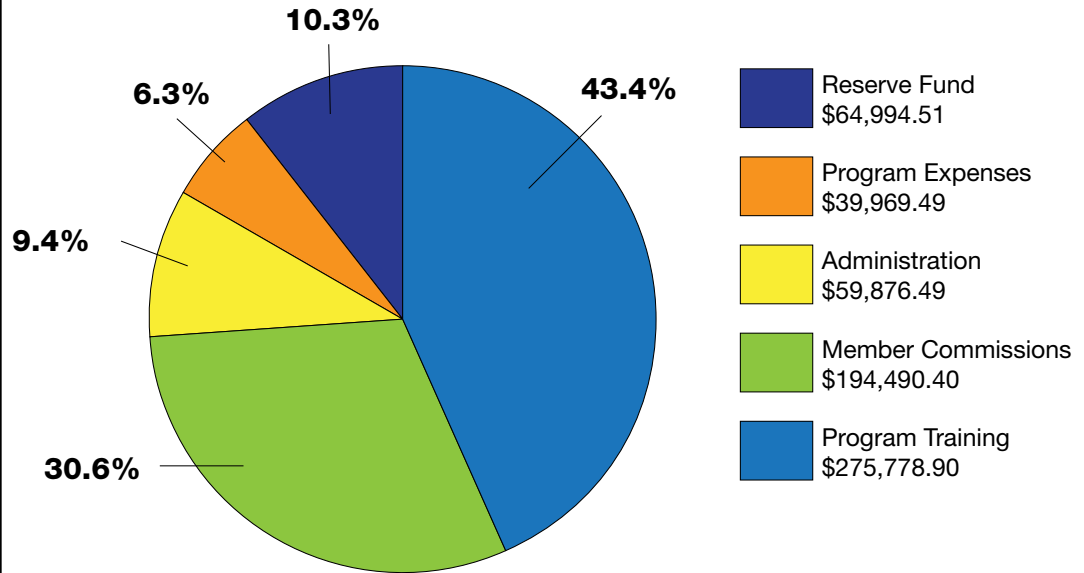
**\$1,208.60**

(after commission to GROW)

*“GROW Nebraska’s reputation for providing valuable quality programs and services for the many micro- and small business owners continues to grow right along with the revenue it’s helping generate in Nebraska. We’re proud to support Nebraska’s valuable resources, such as GROW Nebraska, that daily contributes to the state’s growing economic vitality.”*

**—Richard Baier,  
Director of the Nebraska  
Department of Economic  
Development.**

**Total Expenses  
\$635,109.79**



*Daily accounting procedures are performed by Kimberly K. Lueking CPA and Associates. A copy of Central Plains Foundation, Inc.’s audited financial report is available upon request. Annual Audits are performed by Strain, Slattery, Barkley & Co.*



**John Marquis  
Ogallala Bay Rum  
Ogallala, Nebraska**

*“GROW Nebraska is perhaps THE best way for a new business to get off and running and for established businesses to find new races to run. The retail opportunities alone are worth several times the cost of membership. And when you factor in the other resources available as a GROW member, it becomes not just a bargain...but a necessity.”*

Marquis founded his company and joined GROW Nebraska in 2006. His sales increased by 138% from 2006 to 2007, and 286% from 2007 to 2008.

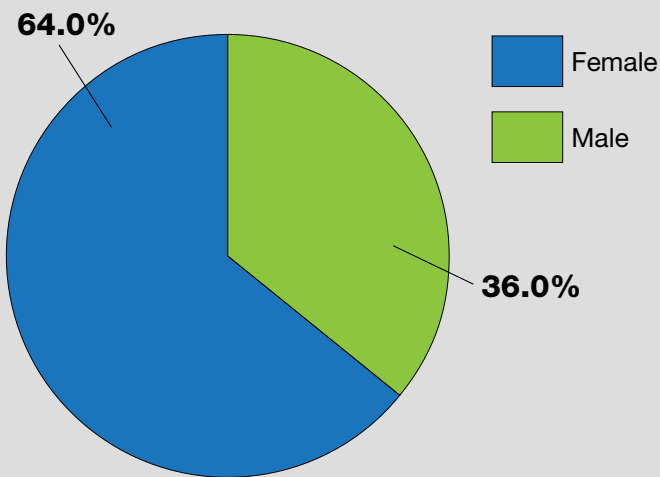


## Tiffany Olson State Teez Lincoln, Nebraska

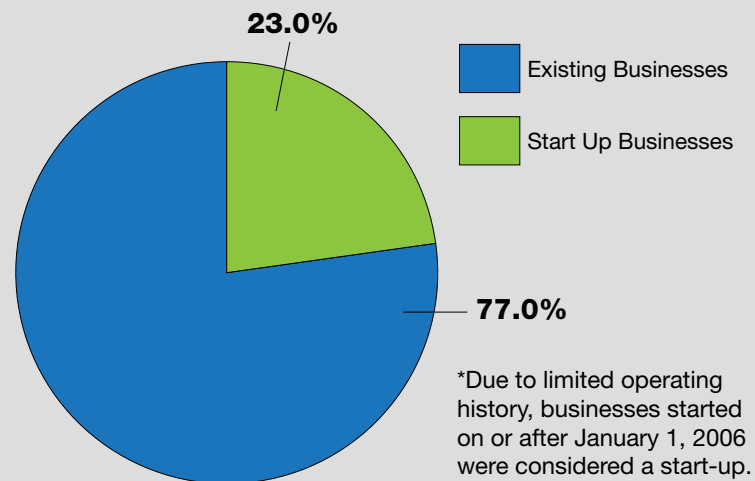
*"GROW Nebraska offers a plethora of opportunities to its members. From how to run your web site to informational sessions to meet the specific needs of your particular business, it truly is a helpful tool and one I would recommend to anyone with a business in Nebraska."*

Olson founded her company in 2006 and joined GROW Nebraska in 2007. She embellished t-shirts to have something different to wear to Husker games and started her business when people wanted to buy them.

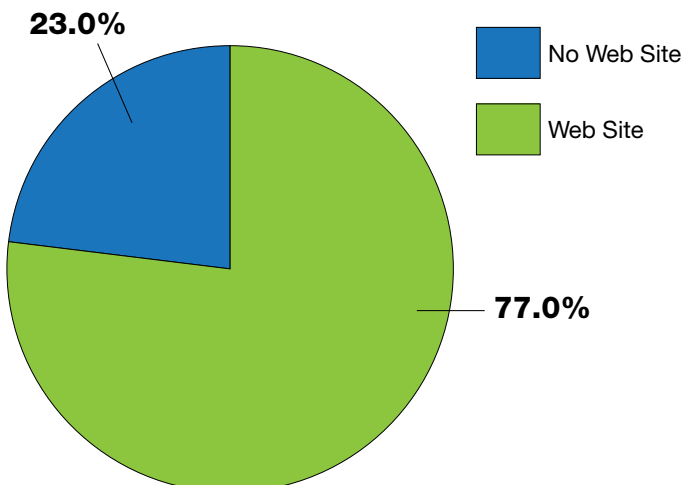
### Gender Breakdown



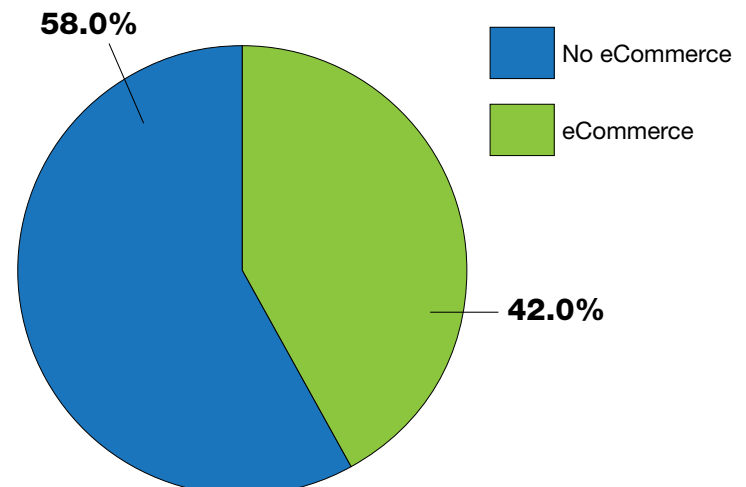
### Start Up Versus Existing Businesses\*



### Number of Members with Web Sites



### Member Web Sites that are eCommerce Enabled

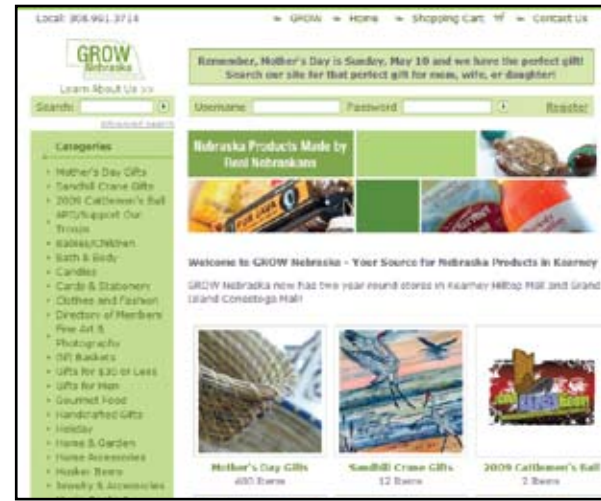




Grand Island Store in Conestoga Mall



Kearney Store in Hilltop Mall



GROW Nebraska's two year-round retail locations in the Kearney Hilltop Mall and the Grand Island Conestoga Mall help GROW entrepreneurs who want to gain actual hands-on experience in operating a retail business. By working directly with consumers, the members

are learning firsthand about what sells and why. The Kearney GROW Store also functions as the eCommerce and eBay distribution center where online orders are filled and shipped.

The GROW Nebraska eCommerce site launched in October 2007. The 2008 sales on the site totalled \$10,495.60 with an average sale of \$37.09. 46% of sales were from out of state with sales in a total of 27 states and Canada.

# S P O N S O R S

**Platinum: \$25,000 and up**

Nebraska Department of Economic Development  
Nebraska Enterprise Fund

**Gold: \$10,000 - \$24,999**

Rural Enterprise Assistance Project (REAP)

**Silver: \$4,000 - \$9,999**

National Endowment for the Arts  
Nebraska Division of Travel and Tourism  
Nebraska Game and Parks  
Nebraska Public Power District  
Nebraska Rural Development Commission

**Bronze: \$1,000 - \$3,999**

Allmand Brothers  
ATC Communications  
First National Bank of Omaha  
Great Plains Communications  
Nebraska Arts Council  
Security First Bank (Elwood, Cozad and Overton)  
US Bank

**Supporter: \$500 - \$999**

Ag Navigator, LLC  
Ag Valley Coop  
Bank of Bertrand  
First Central Bank (McCook, Arapahoe, Cambridge and Edison)  
First National Bank of Johnson  
First State Bank of Holbrook  
First State Bank of Loomis & Alma  
TierOne Bank  
Wells Fargo

**Friend: \$5 - \$499**

Barbara & Merle Pfeiffer  
Chief Industries  
Connie Hancock  
David & Margaret High  
Don Macke and Community Assistance Initiative  
Erin Malzer & eDuffy Design  
First State Bank of Gothenburg, Omaha and Ralston  
Gary Peterson  
Heidi High  
IM's Countryside Painting  
Janell Anderson Ehrke  
Laurie Magnus-Warner  
LIPS Printing Service  
No-No Bird Feeders  
Robert and Leora Anderson  
Sara Stevens-Stehl & Studio of Writing and Design  
Seven Pines Crafts  
Signature Performance  
Source Gas  
Steve and Lorenda Forbes  
Twin Valleys Public Power District

**Partner Organizations**

Conestoga Mall  
First National Merchant Solutions  
Hilltop Mall  
Nebraska Association of Bed & Breakfast  
Nebraska Bankers Association  
Nebraska Cooperative Development Center  
Nebraska Department of Agriculture  
Nebraska Information Technology Commission  
Nebraska State Fair  
Nebraska Winery and Grape Growers Association  
University of Nebraska-Lincoln Extension

In 1998, Central Plains Foundation developed their state wide outreach program, GROW Nebraska™. GROW Nebraska is a 501(c) 3 non-profit Entrepreneurial Service Organization\* for Nebraska entrepreneurial businesses. GROW Nebraska™ is headquartered in the Central Plains Development Center in Holbrook, Nebraska with satellite offices in Bertrand, Grand Island, Kearney and Lincoln. The statewide program focuses on building successful Nebraska businesses one at a time.

## CENTRAL PLAINS FOUNDATION BOARD OF DIRECTORS

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Ag Development, Inc.

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ATC Communications

### SHERYL KOLLER

ATC Communications

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D&D Service

### JUDY MALINE

RNBSN

### BARBARA PFEIFFER

Retired Professional

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ATC Communications

### KARLA WARNER

First State Bank—Holbrook

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Heavenly Creations

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Development District

### RONDA JAESCHKE

SourceGas

### RICK NELSEN

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US Bank

### SUZANNE WISE

Nebraska Arts Council

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Development Coordinator

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Webmaster/Art Coordinator

### LIZ MARTIN

Membership Coordinator

### IMA GENE MASON

Member Correspondence

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Artist Coordinator

### DON REYNOLDS

Grand Island Retail Store and  
Training Center Coordinator

### SARA STEVENS-STEHL

Grant Writer &  
Special Projects

### BETH TURNER

Kearney Retail Store and  
Training Center Coordinator

### CARLA VOSS

Retail Coordinator

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