

GROW Nebraska

A non-profit marketing and training program.

GROW Nebraska 2013 Annual Report



www.grownebraska.org



Dear Friends and Supporters of GROW Nebraska,

GROW Nebraska just celebrated 15 years of helping Nebraska entrepreneurs grow and reach the global market. It has been a journey of discovery – both about our own organizational growth and the wonderful entrepreneurs and businesses in Nebraska. I would like to highlight a few of the major achievements and share our vision for the future.

- GROW Nebraska began with 60 members and now serves over 350 Nebraska businesses including service providers.
- We opened a retail outlet and fulfillment center in Kearney in 2007 and sold \$106,117 of Nebraska products the first year. (By 2012 sales had risen to \$147,733.) We later added stores in Grand Island and Omaha and host a retail outlet at the Nebraska State Fair each year. Our first venture into the State Fair store saw \$29,066 in sales. Sales grew to \$69,553 in 2013 with the added benefit of recognition for many Nebraska products. By 2013, our total sales had grown to \$532,511 as we helped many businesses reach the markets.
- In addition to upgrading own eCommerce site (BuyNebraska.com), we have added eBay and Amazon stores to our program services. Our eCommerce sales in 2007 were a modest \$2,385 but by 2013 we sold over \$50,000 on eCommerce. Our sites average seven sales a day – that's seven sales every day all year long.
- The GROW Nebraska eCommerce growth platforms provide opportunities for members to reach the national and international marketplace. Out-of-state requests account for 80% of the eCommerce orders while 1% of the sales are shipped internationally.
- GROW Nebraska has evolved from an organization with two full-time and one part-time employee in 2005 to staffing of five full-time, 17 part-time and one consultant in 2013.

As you can see, the past few years have been very busy as we expanded our programming and membership services. Our goals for 2014 include:

- Launch our new website . We are “walking the walk” as we encourage our members to constantly be improving and updating their websites, too.
- Expand our membership to include more Nebraska businesses.
- Continue our work to position GROWNebraska.org as “the” place to locate information on Nebraska products and services.
- Launch a GROW Nebraska ambassador program to help reach more businesses.
- Hold trainings, workshops, and outreach to over 450 businesses.
- Continue networking with sponsors and supporters to enrich the program by partnering to offer Nebraska businesses needed market opportunities.

Thank you for your interest in our services and support of our 501©3 organization.

Respectfully,

Janell Anderson Ehrke
CEO and Founder

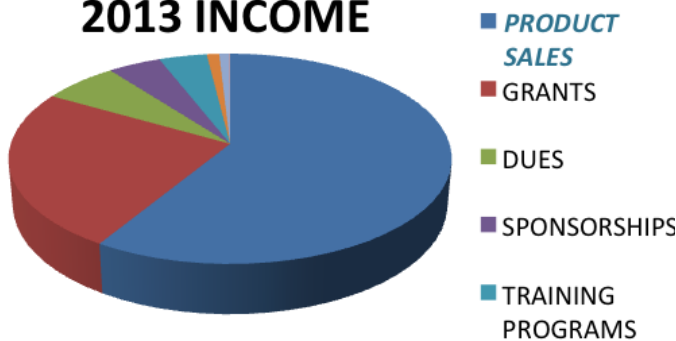


Our Mission

GROW Nebraska is an Entrepreneurial Service Organization, which is membership-based and driven. GROW provides “entrepreneurial coaching” and market access opportunities to its members.

Entrepreneurial coaching includes initial consultations, counseling, product evaluation and market access assistance. GROW Nebraska’ goal is to connect entrepreneurs and small businesses to the world marketplace.

2013 INCOME



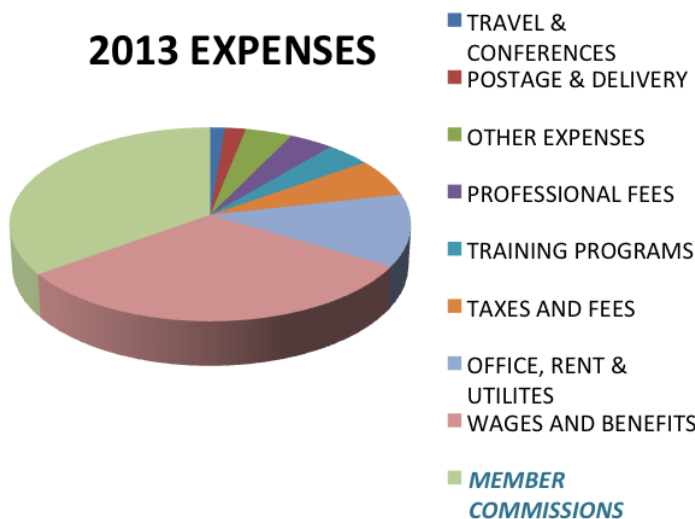
GROW Nebraska strives for program sustainability.

In 2013, the largest source of income was from product sales which increased at both the retail outlets and the eCommerce sites.

Retail sales from 2007 (when the first year-round retail store opened in Kearney) to 2013 were \$1,641,488. Those sales have helped sustain a lot of small businesses and raised awareness of Nebraska-based products.



2013 EXPENSES



Member Commissions (payments for their product sales) was the largest category of expenses for 2013 and mirrors the growth in product sales.

Expenses reflect the ever-increasing programming being offered.

Sponsors

Diamond: \$50,000 and up

Nebraska Department of Economic Development
Nebraska Tourism Commission

Platinum: \$25,000-\$49,999

Rural Enterprise Assistance Project (REAP)
U.S. Small Business Administration PRIME

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

ATC Communications
Nebraska Lottery

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

Heartland United Way
Strain, Slattery, Barkley & Co
US Bank

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

Bank of the West
Consolidated Companies, Inc.
Constant Contact
Great Plains Communications
Mid-Nebraska Community Foundation
Nebraska Arts Council
Nebraska Enterprise Fund
Nebraska Public Power District
Snitily Carr
Source Gas
Wells Fargo Foundation

Supporter: \$500-\$999

Cornerstone Bank
Dawson Public Power District
First Central Bank (McCook, Arapahoe, Cambridge
and Edison)
First Community Bank
JB's Fat Boy
Pinnacle Bank
The Cross Makers of Seward

Microenterprise Resources

Business Assistance Office-Nebraska Department of
Economic Development
CC-Microbusiness Project and Development Training
Center for Rural Affairs/REAP
Community Action Partnership of Mid-Nebraska
Community Development Resources
Hastings Economic Development Corporation
Ho-Chunk Community Development Corporation
Lincoln Action Program
Nebraska EDGE-Center for Applied Rural Innovation
Nebraska Enterprise Fund
New Community Development Corporation
Northeast Economic Development, Inc.
SBA of the Midlands
West Central Nebraska Development District
USA Made

Friend: \$5-\$499

Adams Bank and Trust
Andrew and Elizabeth Martin
Barbara & Merle Pfeiffer
Blue Sky Ink
Bruning State Bank
Chief Industries
Chili Dawg's Foods of Fire
Chuck Hassebrook and the Center for Rural Affairs
Classic Crochet
Connie Hancock
Dale Long
Don & Jeanne Reynolds
Don Macke and Center for Rural Entrepreneurship
Ehrke Farms
Erin Malzer & eDuffy Design
First State Bank of Alma
First State Bank of Gothenburg, Omaha and Ralston
First State Bank of Holbrook
From the Heart Creations
Gary Peterson
Heidi High
Holbrook Veterinary Clinic
IM's Countryside Painting
Indulge The Spirit Creations
Janell Anderson Ehrke
Jim Crandall
Karla Warner
Kirk Malzer
Kristi Bose
Laurie Magnus-Warner
Marcia Malzer
Mark & Linda Graff
Molly Reynolds
Monson Foods
Munson & Peterson
Nebraska Business Development Center
Nebraska Farm Bureau Federation
Omaha Public Power District
Platte Valley State Bank
Pooley's Pumpkin Patch
PrairieDog Tails
Pro Printing & Graphics
Pur Java
Randall J Raile
Robert and Leora Anderson
Sara Stevens-Stehl & Studio of Writing and Design
Sheryll Hickman, Artist
State Farm
Steve and Lorenda Forbes
Sweet Corn Products
Twin Valleys Public Power District

We Welcome Your Support

Your organization or business can help defray costs of a specific training event or choose to support the ongoing GROW Nebraska programming.

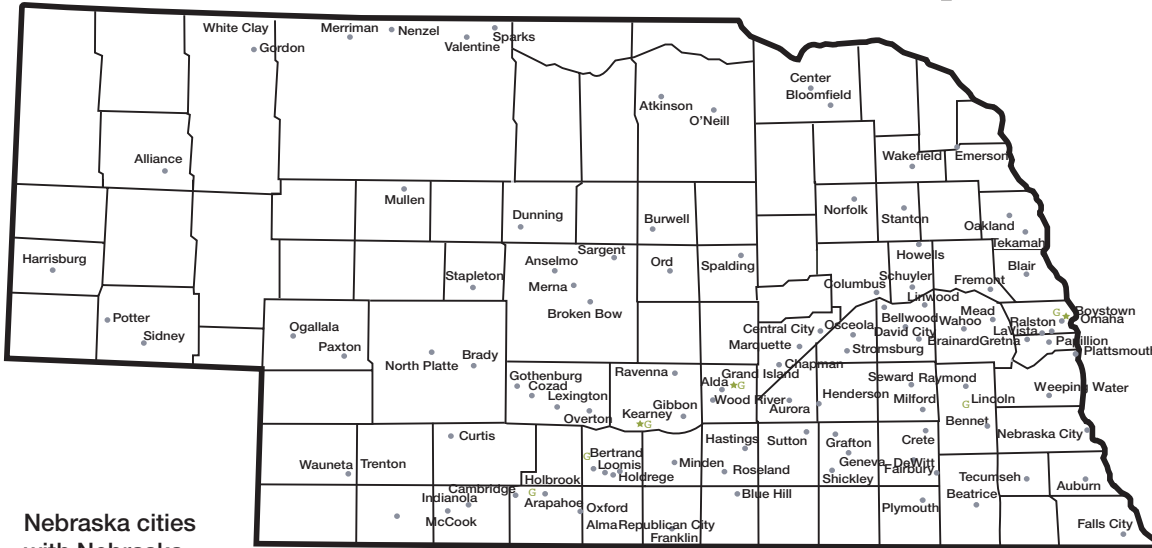
Please visit <http://www.grownebraska.org/donate-now/> for more information on becoming a sponsor.

We Welcome Your Membership

If you are a Nebraska-based business, we invite you to check out our website page listing the benefits of membership.

Please contact us at info@grownebraska.org for more information about joining GROW Nebraska.

2013 GROW Nebraska Map of Members



Business Types:

- 16.1% Service
- 5.3% Tourism
- 21.4% Food & Beverage
- 14.1% Resource Provider
- 13.2% Home Decor
- 5.3% Fine Art
- 6.2% Bath, Body, & Candle
- 6.5% Jewelry & Clothing
- 7.3% Music & Books
- 4.7% Retail Stores

Nebraska cities with Nebraska Entrepreneurs:

- | | | | | | | | |
|--------------|----------------|-------------------|------------------|-------------------|-----------------|---------------|----------------|
| Alda | Boystown | Dunning | Henderson | Merna | Overton (2) | Shickley | Weeping Water |
| Alliance | Brady (2) | Emerson | Holbrook (2) | Merriman | Oxford (2) | Sidney (3) | White Clay (6) |
| Alma (2) | Brainard (2) | Fairbury | Holdrege (7) | Milford (2) | Papillion (3) | Spalding | Wood River (4) |
| Anselmo (2) | Broken Bow (3) | Falls City | Howells | Minden (3) | Paxton | Sparks | |
| Arapahoe (7) | Burwell (2) | Franklin | Indianola | Mullen (2) | Plattsmouth | Stanton | |
| Atkinson | Cambridge (4) | Fremont (2) | Johnson Lake (2) | Nebraska City (3) | Plymouth | Stapleton (2) | |
| Auburn | Center | Geneva | Kearney (23) | Nenzel (2) | Potter | Stromsburg | |
| Aurora | Central City | Gibbon (2) | LaVista | Norfolk (2) | Ralston | Sutton | |
| Beatrice (2) | Chapman | Gordon (2) | Lexington (3) | North Platte (17) | Ravenna (2) | Tecumseh (3) | |
| Bellwood | Columbus (3) | Gothenburg (2) | Lincoln (53) | Oakland | Raymond | Tekamah (5) | |
| Bennet | Cozad (4) | Grafton | Linwood | Ogallala (5) | Republican City | Trenton (2) | |
| Bertrand (2) | Crete (3) | Grand Island (13) | Loomis (2) | Omaha (31) | Roseland | Valentine | |
| Blair (2) | Curtis | Gretna | Marquette (3) | O'Neill (2) | Sargent | Wahoo (3) | |
| Bloomfield | David City | Harrisburg (2) | McCook | Ord (2) | Schuyler (2) | Wakefield | |
| Blue Hill | DeWitt | Hastings (9) | Mead | Osceola | Seward (2) | Wauneta (3) | |

GROW Offices: G

- Holbrook (Headquarters)
- Bertrand
- Grand Island
- Kearney
- Lincoln
- Omaha

Year-Round ★

Retail Locations:

- Grand Island
- Kearney
- Omaha

Find out more about GROW Nebraska at www.grownebraska.org