

# 2009

**Ricky and Lucy's  
Country Greenhouse  
Sidney, Nebraska**



**High Plains Homestead  
Crawford, Nebraska**



**GROW**  
Nebraska

# Annual Report



**Angela Graham  
Graham Gallery  
Hastings, Nebraska**



**Yarden'Art  
Kearney, Nebraska**



**Garden Fresh Vegetables  
O'Neill, Nebraska**



*“I’ve been in this business for over 15 years and have been with GROW Nebraska from the start. There are many opportunities for the seasoned business owner as well as the start up. If you are in the gift business, you don’t outgrow GROW Nebraska.” —Bert Anderson, Bert Anderson Collection*

**Contributions Income**

Corporate Support \$59,496.17

**Grants**

Ag Grant - UPC Program \$2,250.00  
 Micro Enterprises \$94,508.25  
 Natl Endowment for the Arts \$1,501.00  
 NE Travel & Tourism \$7,086.65  
 RCDI/Dept of Econ Dev \$2,268.00  
 REAP - Cntr for Rural Affairs \$22,000.00  
 SBA \$18,750.00  
 USDA \$31,200.00  
 Other \$7,511.88  
**Total \$187,075.78**

**Other Income**

Membership Dues \$42,260.00  
 Member Sales \$418,768.37  
 Program Training Income \$10,365.54  
 eBay Project Income \$4,070.00  
 Fundraising Income \$75.82  
 Interest Income \$139.27  
 Finance Refunds \$706.87  
 Micellaneous \$30.00  
 Rent Deposit Refunds \$750.00  
**Total \$477,165.87**

**Total Income \$723,737.82**

**Expenses**

Officer Salary \$50,416.63  
 Wage Expense \$98,126.12  
 Employee Salary \$31,208.28  
 Contract Labor \$600.00  
 Member Commission \$148,018.14  
 Office Expenses \$2,984.02  
 Postage/Delivery \$7,167.26  
 Supplies & Printing \$26,610.73  
 Repairs & Maintenance \$456.58  
 Utilities \$7,794.40  
 Telephone \$11,041.11  
 Advertising \$3,510.45  
 Mileage \$21,297.70  
 Fundraising Expense \$1,339.01  
 Travel, Conferences, etc. \$3,613.37  
 Technology Service \$14,850.92  
 Rent \$50,744.21

Equipment & Lease \$50.00  
 Sales Tax \$9,351.65  
 Payroll Tax \$13,750.95  
 Taxes \$126.66  
 Insurance \$920.90  
 Interest Expenses \$1,443.92  
 Credit Card/PayPal Fees \$9,532.41  
 Professional Fees \$17,468.12  
 Consulting Fees \$12,520.80  
 Fees, Dues & Subscriptions \$3,438.10  
 Bank Service Charges \$213.44  
 Miscellaneous \$730.00  
 Employee Benefits \$4,662.72  
 Program Training \$80,133.52  
 Scholarships \$905.00  
 Reserve Funds \$88,710.70

**Total Expenses \$723,737.82**

*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.*

**Total Number of Facebook Fans: 2,571**

**Total Number of Twitter Followers: 429**

**Individuals Trained: 1,288**

**Membership Served: 327**

*“GROW Nebraska helped me find my niche in the market. I’ve been really happy with the services and opportunities that GROW has provided for me.”*

**—Ima Gene Mason  
 IM’s Countryside Painting**

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

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

**\$1,328.28**

(after commission to GROW)

## 2009 Projects

- eBay Store
- eCommerce Web Site
- Stores/Training Centers
- Flavors of Nebraska
- Micro Loan Collaborative Project with REAP
- GROW Book
- Training and Workshops
- Product Evaluation
- Web Site Evaluation

*“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.**



## **Jean Ann Curry-Hess The Sheridan Gallery Gordon, Nebraska**

*“I was quite pleased that someone from M.O.N.A. saw my work at the Kearney store and asked for some at their gift store. GROW Nebraska has been a good move for me—I could not afford to get the exposure across the state any other way.”*

An artist and art teacher for over 40 years, Jean Ann enjoys painting her western and wildlife scenes in an inspiring sun flooded room with high ceilings and a wood stove, lending to the rustic quality of her pieces.

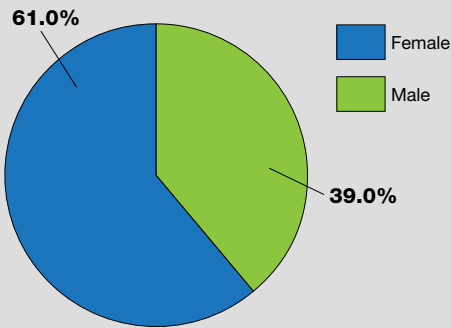


## Neal Ely Ely Farms Grafton, Nebraska

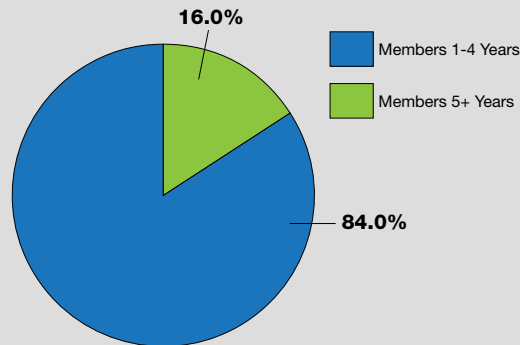
*"Since I've joined, the promotion I've gotten has been incredible. I don't think my business would be near the size it is today if it weren't for GROW Nebraska. Not only do I receive online marketing and exposure, but many people have contacted and learned about me through the GROW Book. A lot of newspapers say 'we ran across your story through GROW Nebraska.'"*

Ely started his business as a FFA project. For his efforts he was named the 2006 Star in Agribusiness, one of the organization's highest honors.

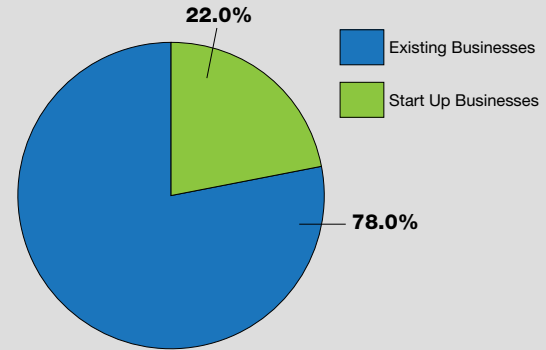
### Gender Breakdown



### Members for 5 Years or More

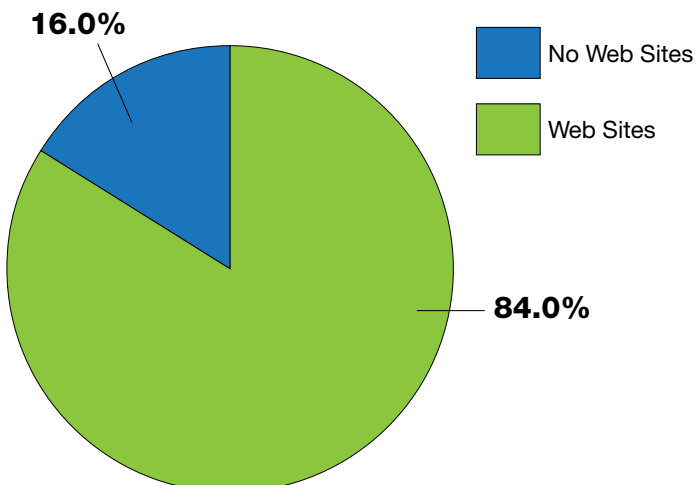


### Start Up Versus Existing Businesses\*

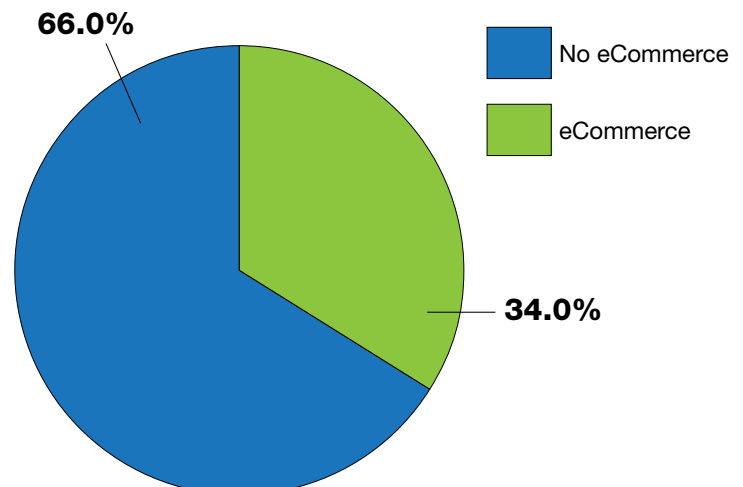


\*Due to limited operating history, businesses started on or after January 1, 2007 were considered a start-up.

### Number of Members with Web Sites



### Member Web Sites that are eCommerce Enabled





2009 Annual Meeting

The Annual Meeting is a yearly conference held in the spring for GROW Nebraska members and non-members. The 2009 meeting was held at Lochland Country Club in Hastings, Nebraska. The keynote speaker was Sally Cohen of eGrowth Marketing in Omaha, Nebraska.

In 2009, GROW Nebraska teamed up with the University of Nebraska Extension Specialists to help reduce anxiety in keeping up with the

social media marketing craze. GROW and UNL Extension offered classes around the state in Bassett, Chadron, Fremont, Kearney, Lincoln, McCook, Nebraska City, Norfolk, North Platte, Omaha, Scottsbluff, Sidney and Valentine.

The GROW Nebraska eCommerce site launched in October 2007. The 2009 sales on the site totalled \$14,585.95 with an average sale of \$36.74. The GROW eBay store was launched in July of 2008 had total 2009 sales of \$1,661.24 and an average sale of \$20.02.

# S P O N S O R S

## Platinum: \$25,000 and up

eBay  
Mid-America Arts Alliance  
Nebraska Department of Economic Development  
Nebraska Enterprise Fund  
U.S. Small Business Administration PRIME  
USDA Rural Development

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

ATC Communications  
Rural Enterprise Assistance Project (REAP)

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

CHS Foundation  
Nebraska Division of Travel and Tourism  
Nebraska Rural Development Commission  
Strain, Slattery, Barkley & Co

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

Consolidated Companies, Inc  
Great Plains Communications  
Nebraska Arts Council  
Nebraska Public Power District  
Security First Bank (Elwood, Cozad and Overton)  
The Nebraska Environmental Trust  
US Bank  
Wells Fargo Foundation  
Whole Foods Market

## Supporter: \$500 - \$999

Ag Valley Coop  
Farmers State Bank of Maywood  
First Central Bank (McCook, Arapahoe, Cambridge and Edison)  
First National Bank of Johnson  
First State Bank of Holbrook  
Source Gas  
TierOne Bank

## Friend: \$5 - \$499

Andrew and Elizabeth Martin  
Ashley Blickenstaff and Blickenstaff International  
Barbara & Merle Pfeiffer  
Chief Industries  
Chili Dawg's Foods of Fire  
Chuck Hassebrook and the Center for Rural Affairs  
Connie Hancock

Cornerstone Bank  
Dale Long  
David & Margaret High  
Don & Jeanne Reynolds  
Don Macke and Community Assistance Initiative  
Erin Malzer & eDuffy Design  
First State Bank of Alma  
First State Bank of Gothenburg, Omaha and Ralston  
Gary Peterson  
Heidi High  
Holbrook Veterinary Clinic  
IM's Countryside Painting  
Janell Anderson Ehrke  
Karla Warner  
Kellini Walter  
Kristi Bose  
Laurie Magnus-Warner  
LIPS Printing Service  
Marcia Malzer  
Nebraska Business Coaching, LLC  
No-No Bird Feeders  
Omaha Public Power District  
Robert and Leora Anderson  
Sara Stevens-Stehl & Studio of Writing and Design  
Sheryll Hickman Artist  
Signature Performance  
Steve and Lorenda Forbes  
Twin Valleys Public Power District

## Partner Organizations

Conestoga Mall  
Hilltop Mall  
Lochland Country Club  
Nebraska Association of Bed & Breakfast  
Nebraska Bankers Association  
Nebraska Cooperative Development Center  
Nebraska Department of Agriculture  
Nebraska Game and Parks Commission  
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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ATC Communications

### SHERYL KOLLER

ATC Communications

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D&D Service

### JUDY MALINE

RNBSN

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Retired Professional

### LAURIE MAGNUS-WARNER

ATC Communications

### KARLA WARNER

First State Bank—Holbrook

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### LIZ MARTIN

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### SARA STEVENS-STEHL

Grant Writer &  
Special Projects

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KD Designs

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Resource Conservation and  
Development District

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Nebraska Public Power  
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### CHAR REIMAN

SourceGas

### DON REYNOLDS

SCORE

### JULENE SCHOEN

US Bank

### SUZANNE WISE

Nebraska Arts Council

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