

# 2010

Branched Oak Farm  
Raymond, Nebraska



Ely Farms  
Grafton, Nebraska



# Annual Report

[www.grownebraska.org](http://www.grownebraska.org)



Papio Fun Park  
Papillion, Nebraska



Pooley's Pumpkin Patch  
Bennington, Nebraska



Ogallala Bay Rum  
Ogallala, Nebraska



**Dance Teacher Press  
Seward, Nebraska**



**Valentino's  
Lincoln, Nebraska**



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



**Nebraska Pantry  
Mullen, Nebraska**

*"With the whole snowball effect of marketing it is very important with the Internet today to be as many places in that online scene as you can and GROW Nebraska has really helped me with that."* —**Neal Ely of Ely Farms in Grafton, NE**

**Contributions Income**

Corporate Support \$28,275.75

**Grants**

MidAmerica Arts Alliance \$14,940.00  
 Environmental Trust \$600.00  
 Micro Enterprises \$72,814.00  
 Ntl Endowment for the Arts \$3,735.00  
 NE Division of Travel & Tourism \$1,096.69  
 Dept of Economic Dev \$6,736.00  
 REAP \$58,050.00  
 SBA \$68,812.50  
 State of Nebraska \$1,000.00  
 Other \$2,000.00  
**Total \$229,784.19**

**Other Income**

Membership Dues \$45,578.59  
 Member Sales \$442,373.88  
 Program Training Income \$7,173.35  
 eBay Project Income \$5,040.00  
 Finance Refunds \$85.03  
 2011 Memberships \$14,359.00  
**Total \$514,609.85**

**Total Income \$772,669.79**

**Expenses**

Officer Salary \$59,166.66  
 Wage Expense \$106,697.41  
 Employee Salary \$69,764.17  
 Member Commission \$248,337.23  
 Office Expenses \$2,351.50  
 Postage/Delivery \$5,886.55  
 Supplies & Printing \$22,645.27  
 Repairs & Maintenance \$731.73  
 Utilities \$11,065.46  
 Telephone \$10,476.75  
 Advertising \$1,061.31  
 Mileage \$14,548.81  
 Fundraising Expense \$12,399.55  
 Travel, Conferences, etc. \$5,634.51  
 Technology Service \$5,852.32  
 Rent \$44,844.79

Sales Tax \$16,360.90  
 Payroll Tax \$18,025.57  
 Taxes \$25.00  
 Insurance \$1,262.50  
 Interest Expenses \$1,181.05  
 Credit Card/PayPal Fees \$11,555.86  
 Professional Fees \$26,518.83  
 Consulting Fees \$3,810.80  
 Fees, Dues & Subscriptions \$2,605.31  
 Bank Service Charges \$362.79  
 Miscellaneous \$1,343.17  
 Employee Benefits \$4,385.58  
 Program Training \$48,576.39  
 Scholarships \$508.34  
 Reserve Funds \$14,501.78

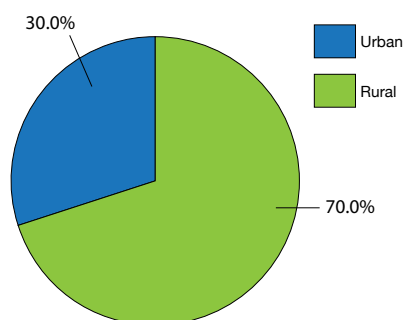
**Total Expenses \$772,669.79**

*Financial results were not audited prior to printing. 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: 4,532**

**Total Number of Twitter Followers: 773**

**Urban vs. Rural Members**



**Membership Served: 371**

*"Through the GROW Nebraska program I have learned not just how to own a business, but how to market my business."*

— **Stacey Burns  
Two Ewes Bath & Body  
Grand Island, NE**

# 67.5% of Online Sales came from Out-of-State Buyers

## 2010 Accomplishments

- Holiday stores in Columbus and Norfolk
- New eCommerce site launched
- 70% of GROW Nebraska online sales came from out-of-state purchasers
- 41% of GROW Nebraska members sell wholesale out-of-state.
- GROW Nebraska become a PowerSeller on eBay
- All time high membership 371
- Facebook fans reached 4,532
- Opened Norfolk year-round store
- Flavors of Nebraska web site adjusted to incorporate social media
- Changed annual meeting to MarkeTECH Conference

*"The opportunities for our business have multiplied since becoming members of GROW Nebraska. Our exposure to our growing client base has certainly been helped by GROW Nebraska through the GROW Book and the Flavors Program."*

— John Hamburger  
Back Alley Bakery  
Hastings, NE

**41% of Members Wholesale Out-Of-State**  
**13% of Members Wholesale Internationally**

## 2010 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
- Social Media Growth Platform
- Nebraska State Fair General Store
- MarketPlace Store
- State Capitol Open House hosted by Senator John Harms
- Russ's B&R Food Showcase

## Membership Breakdown:

Service & Tourism: 23%	Fine Art: 7%
Food & Beverage: 18%	Jewelry & Clothing: 7%
Resource Providers: 15%	Bath & Candle: 5%
Home: 13%	Retail Stores: 4%
Music & Books: 8%	



## Ima Gene Mason IM's Countryside Painting Tecumseh, Nebraska

*"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."*

A charter member of GROW Nebraska, Ima Gene has helped manage the GROW Nebraska State Fair and Holiday stores.

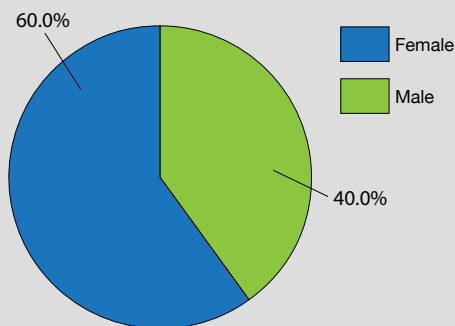


# James Gustafson Pur Java Lincoln, Nebraska

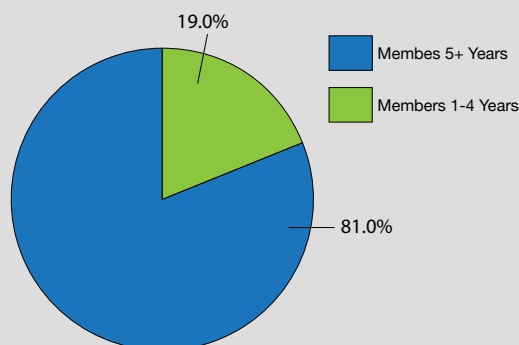
*“GROW Nebraska offers a wealth of knowledge and information for small businesses in Nebraska, all under one roof. We have utilized many of the resources available, have benefited and continue to benefit from their offerings.”*

Inspired by coffee they found while traveling in Central America, James and business partner Harold started a successful coffee company ranging from coffee concentrate to coffee soda.

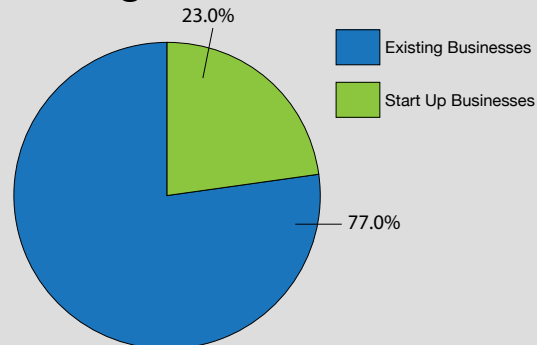
## Gender Breakdown



## Members for 5 Years or More

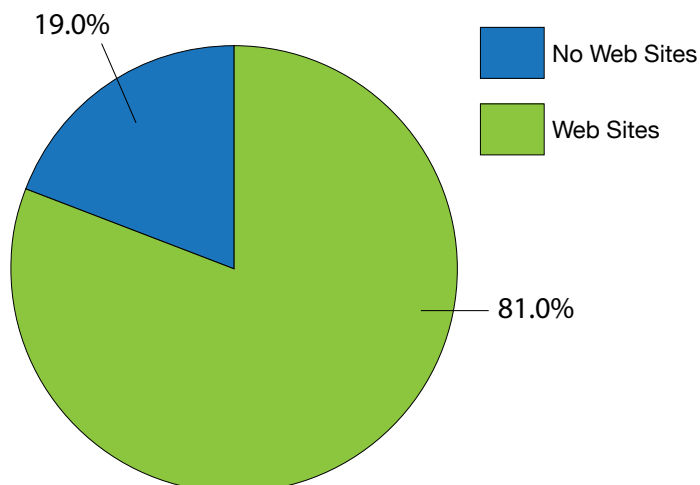


## Start Up Versus Existing Businesses\*

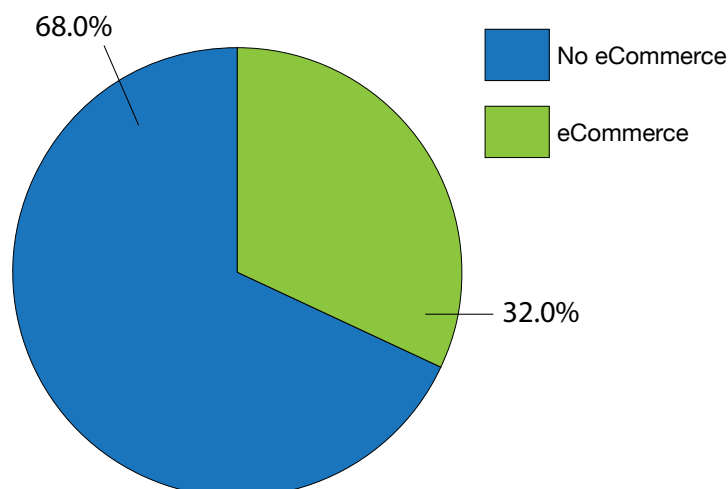


\*Due to limited operating history, businesses started on or after January 1, 2008 were considered a start-up.

## Number of Members with Web Sites



## Member Web Sites that are eCommerce Enabled





2010 State Fair Store

GROW Nebraska helps Nebraska entrepreneurs become sustainable businesses. Through training and technical assistance, GROW increases the survival rate of start-up businesses. GROW facilitates marketing and networking opportunities that help small businesses in Nebraska increase their triple bottom line, and they actively work with members to create brand awareness. Triple bottom line is a business and development philosophy incorporating the three E's: equity, environment, economics. GROW provides these services to members at an affordable cost so that all Nebraska businesses have the opportunity to GROW. For services offered by GROW Nebraska please go to [www.grownebraska.org](http://www.grownebraska.org).

# S P O N S O R S

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

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**

Nebraska Rural Development Commission  
Norfolk Area Chamber of Commerce  
Strain, Slattery, Barkley & Co

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

Consolidated Companies, Inc  
Great Plains Communications  
Lincoln Benefit Life  
Nebraska Arts Council  
Nebraska Public Power District  
Security First Bank (Elwood, Cozad and Overton)  
US Bank  
WealthSpring Fund  
Wells Fargo Foundation

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

Ag Valley Coop  
Cornerstone Bank\*  
Dr. Nabin Sapkota\*  
Farmers State Bank of Maywood  
First Central Bank (McCook, Arapahoe, Cambridge and Edison)  
First National Bank of Johnson  
First State Bank of Holbrook  
Pinnacle Bank\*  
Source Gas

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

Adams Bank and Trust  
Andrew and Elizabeth Martin  
Ashley Blickenstaff\*  
Bank of Bertrand  
Bank of Dixon County  
Barbara & Merle Pfeiffer\*  
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  
David & Margaret High  
Don & Jeanne Reynolds\*  
Don Macke and Center for Rural Entrepreneurship  
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  
Kirk Malzer\*  
Kristi Bose  
Laurie Magnus-Warner  
Marcia Malzer  
Mark & Linda Graff  
Molly Reynolds\*  
Monson Foods\*  
Nebraska Business Coaching, LLC\*  
Nebraska Farm Bureau Federation  
No-No Bird Feeders  
Omaha Public Power District  
Pam Hanson\*  
Pur Java\*  
Randall J Raile  
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  
You've Been Framed\*

**Partner Organizations**

Conestoga Mall  
Hilltop Mall  
Nebraska Association of Bed & Breakfast  
Nebraska Bankers Association  
Nebraska Cooperative Development Center  
Nebraska Department of Agriculture  
Nebraska Game and Parks Commission  
Nebraska State Fair  
Nebraska Winery and Grape Growers Association  
University of Nebraska-Lincoln Extension

*\*Fabulous Friends donated \$10 or more to GROW Nebraska during our Fabulous Friends campaign between June 1 and December 31, 2010.*



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