

FILLMORE COUNTY DEVELOPMENT NEWS

Volume 1, Issue 6
December 2009

THANKS TO THE FILLMORE COUNTY BUSINESSES

Advanced BioEnergy
Aero Manufacturing
Andrews Electric
Bioiberica Nebraska
Bio-Tee USA
Ely Farms
Geneva Welding & Supply
Horizontal Boring & Tunneling
Kassik Milling
Lauber Seed Farms
Lentfer Irrigation & Mfg. Inc.
Metal-Tech Partners
Midwest Steel, Inc.
Nebraska Signal
O'Malley Grain
Overland Ready Mix
Sargent Drilling
Sunflower Marketing-M-C
TMK-Ipsco Tubulars
Whispering Wicks

Businesses that create primary jobs along with agricultural production are the cornerstones for economic growth in Fillmore County. Primary jobs where goods or services are manufactured or provided outside of Nebraska by Fillmore County workers bring dollars to our area. A sincere thank you to all those businesses for operating your business in Fillmore County.



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PITCH YOUR BUSINESS IDEA & WIN \$200

Business Idea!
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Do you have an idea for a business in Fillmore County? If you do the FCDC wants to hear about it. The FCDC is sponsoring its first Creative Pitch Contest and is offering a \$200 prize for the winner. This is not a business plan competition, but a **business idea competition**.

We want you to create a 60 second video that briefly explains your business idea that could work in Fillmore County, upload it to Youtube and then send the URL address to fillcodevco@windstream.net. The top business ideas will be selected. The people who came up with the best business ideas will be invited to show case their idea at the FCDC annual event. Each person's video will be shown and then the person will have 3-5 minutes to further articulate their idea. A panel of judges will select the top three and the audience will vote to choose the winner from those three. The winner receives \$200 provided by the FCDC.

The URL address needs to be emailed to the FCDC by January 29, 2010. Any one 16 years or older may enter. Any questions can be directed to Patt Lentfer at 759-4910 or email: fillcodevco@windstream.net. (There must be at least 10 quality entrants for the contest to be held and the prize money given).

Getting on the Radar: Positioning Your Destination on GPS Devices

One of the most fun and user-friendly features about today's GPS devices is the ability to look up restaurants, hotels, attractions, and more that are near your location. It makes life easier for the **GPS** user and more profitable for listed destinations.

But not every destination is listed. That means while listed destinations can expect a stream of GPS-driven traffic, those who don't show up are missing out. So what can a business do to increase their odds of showing up on GPS devices? It's easy. . . get a D-U-N-S number. It's free and a simple way to ensure maximum traffic.

A D-U-N-S number is a unique nine-digit identification number assigned to businesses that have registered with Dun & Bradstreet. The Data Universal Numbering System allows D & B to identify businesses based on location. More than 100 million businesses worldwide have D-U-N-S numbers.

A lot of GPS device manufacturers (such as Garmin) obtain their mapping information from NavTeq, an international company that physically scouts locations. The information that you supply about your business while applying for a D-U-N-S number is passed on to NavTeq. This determines whether and under which category your business shows up on GPS searches.

To register for a D-U-N-S number: (1) Go to www.dnb.com. (2) Click the "D-U-N-S Number" tab (3) Follow prompts to submit the registration. (4) While a person goes through the process, they will be able to choose categories for their business. Choose as many accurate categories as possible. This will help a business show up under a number of different GPS searches. A person can also call 866-758-0428 to register a destination.

A business will also want to be listed with InfoUSA. They provide information to Tele Atlas, another scouting and mapping company that provides mapping data to GPS manufacturer Tom Tom. Registering with InfoUSA is *free*. (1) Go to www.infoUSA.com (2) Click the "FAQ" link at the top of the page (3) Click "How can I add my business to your database?" to find out how InfoUSA add businesses to its database.

Have you checked out the video "Think Different, Think Fillmore County"?

This video about your community and friends can be viewed by going to www.fillmorecountydevelopment.org. If you would like a copy of the DVD stop at the FCDC office at 1032 G ST, Geneva.

This video was funded by a Building Entrepreneurial Community Act grant, Fillmore County communities & the FCDC

Governor's Conference on Rural Development

Mary Johnson and Patt Lentfer joined other rural Nebraskans at the Governor's Conference on Rural Development in Kearney on November 6th. The theme of the conference was "Leading Through Innovation."

Keynote speaker for the event was Terry Jones, founder of Travelocity.com and now Chairman of Kayak.com. His innovative leadership style helped reshape the travel industry. He created a culture of innovation where new ideas were celebrated, mistakes became fast learning loops, and employees learned that anyone can innovate.

Other sessions throughout the day were about what makes a small community successful, being a social butterfly, how youth are investing in their communities, and combating brain drain by focusing on a captive audience

BUSINESSES KEEP FILLMORE COUNTY GROWING



The Shickley grocery store has new owners and a new name. Tom and Miki Loos bought the store from the Busse family and renamed it **Cubbies Market**. The Loos have done some remodeling, installed new freezers and coolers, and have a new sign. They use Nash Finch as their supplier. Miki is a native of Fillmore County while Tom is from Quincy, Illinois and has been working in the grocery business since 1995.

Theis Ag Sales is expanding. Jeff Theis bought a lot in the FCDC Industrial Site and has erected soybean bins for his seed sales business. He plans to add more warehousing in the future.



39 F C Businesses Participated in the 2009 Nebraska BR & E Visitation Program

Thirty-nine Fillmore County business participated in the 2009 Nebraska Visitation Program during July. The NE Department of Economics compiled the data that was gathered and presented the report to the FCDC Board and Committees.

The report showed that Fillmore County's workforce environment continues to face a shortage of workers available for hire, especially in terms of skilled labor. The survey showed, however, that the workforce was above average in areas of quality, stability and productivity.

Of the businesses surveyed 14 showed room for expansion and in the next three years 13 plan to expand.

The majority of utilities in Fillmore county were rated evenly with the exception of cellular service, which was frequently cited for poor service in the area.

There were no community services that show significant weaknesses. However, spousal employment, a determining factor in the relocation of families was found to be a weakness.

The full report can be viewed at the FCDC office.

FCDC Director's Notes. . .

fillcodevco@windstream.net

The year has slipped by quickly. Hopefully some of us can say that we have taken a direct step to fulfill a dream we have had for a long time or we have done something good for our community. Economic development is about that. It is helping people visualize and accomplish their dreams.

Just ask Mike and Amber Hinrichs who opened Hinrichs Seed LLC in Shickley. FCDC had nothing to do with that initial dream, but we were there to help them with a business plan and secure a loan through the revolving loan fund. Eleven other people are using those funds too. Other businesses have paid back their loans so that fund can keep revolving and help others fulfill their dreams and grow their community.

As the FCDC works to diversity our local economy, broaden the tax base and provide employment opportunities, citizen input and participation is important. We welcome your comments, concerns, and suggestions. For more information about anything mentioned, email fillcodevco@windstream.net or call 759-4910.

May you have a wonderful holiday and a successful new year.

Patt Lentfer



Looking Ahead—2010

January 1-31	FCDC Membership Drive
January 20	Strategic Planning
February 2	Brown Bag Workshop
February 11	FCDC Annual meeting
March 7-11	Econ Develop Institute



Established in 1989, the **Fillmore County Development Corporation** is a non-profit corporation that fosters economic development within the county and local communities. Membership dues helps assure that Fillmore County is in the forefront of economic and community development to keep communities and businesses strong.



BROWN BAG
One-hour WORKSHOP
Tuesday, Feb 2, 2010
Heritage Crossings
Cost \$5.00

“Creating An Extraordinarily Positive Workplace!” will be the topic of a workshop presented by Jenni Reling on February 2nd at the Heritage Crossings multipurpose room. There will be three one-hour sessions: 10:00-11:00, noon-1:00 and 1:30-2:30 p.m.

Participants will receive a brown bag lunch to either eat at the session or take with them to accommodate their lunch break.

Ms. Reling is a speaker/seminar leader with over 25 years of experience. She believes training for adults should be interactive, interesting, applicable and fun. Participants should be able to take away tools they can put to use right away.

The workshop will be held in the multipurpose room at Heritage Crossings at 501 N 13th Street in Geneva. The cost will cover the lunch and the workshop.

Please register by January 27th by calling 759-4910 or email: fillcodevco@windstream.net.

This Brown Bag Workshop is sponsored by the Leadership Co. of the Fillmore County Development Corp. with additional funding provided by the Fillmore County Foundation.