



**Lindsay Schmuecker**  
Oxbow Animal Health

**A World of Opportunity through eComm & Marketing**

8:45AM - 9:30AM

The global marketplace is a world full of potential. Nevertheless, where do you begin? Get to MarkeTECH early to hear firsthand how these Nebraska-based companies started and advanced their businesses to higher levels of success through e



**Marcy Fuentes**  
Grain Place Foods, Inc.

-Commerce and utilizing Google AdWords. During this session, you will explore the potential for international business opportunities, learn about key resources in exporting, and what to consider before doing business internationally.

**Networking Break with Exhibitors**

9:30AM - 9:45AM



**Connie Hancock**  
UNL Extension

**Getting Action from Website Landing Pages = SALES**

9:45AM - 10:45AM

Ever wonder why some online businesses seem to have all the luck? Well, it may not be luck after all! Their content marketing payoff may be due to their landing pages, which encourage customers to take

action. Your landing page can mean the difference between profit and loss! Learn how to send your customers to the right page and create the appropriate call to action!



**John Marquis**  
Ogallala Bay Rum

The presenters will provide actual insights on how a company was built from online sales. This company's online presence has assisted them in securing catalog opportunities. Learn from an actual Nebraska based company on how to keep the sales coming, fulfill orders and hear all the benefits of utilizing e-Commerce.



**Randy Bretz**  
TEDxLincoln

**Ideas That Can Change Our World**

9:45AM - 10:45AM

Ideas are everywhere, not just in big cities. You will learn concepts on ideas that exist in the middle of Nebraska just as much as they exist in Silicon Valley; Austin; Boston; or any other so-called happening place.

Hear how your ideas can impact the world and deepen your understanding that today's technology makes it possible to create communities online while you live in a place that you love.

Acquire firsthand knowledge of how TEDxLincoln has developed and grown, all the time taking new, innovative ideas to cities and towns across Nebraska and connecting with people in other cities, other states and other countries. This session will help you ultimately identify new markets for your products and services.

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### **Using Twitter to Engage Your Customers**

9:45AM - 10:45AM

Social media allows us to connect with people in our communities and across the globe. But a personal touch along with engaging people is still very important in building a customer base with social media.

Attend this session and you will learn:

- What Twitter is;
- How to build and monitor your company brand; and
- How Twitter can be used to engage your customers

**Jenny Rees**  
UNL Extension



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### **Networking Break with Exhibitors**

10:45AM - 11:00AM



**Erich Deitenbeck**  
Performance Tech Solutions, LLC

### **How to Avoid the Social Media Black Hole**

11:00AM – NOON

Is your reaction to social media to embrace all the latest fads, spending hours grooming your profile and hoping your message is received? This typical response leaves businesses frustrated and leads them to abandon the time they have invested. Erich will present methods to use social media efficiently and effectively by reaching your true targeted audience and gaining their respect, which ultimately affects your bottom line.

Participants will:

- 1) Understand that in social media, there is no need to have a presence on all platforms;
- 2) Discover the difference between the various platforms and why it matters; and
- 3) Learn how to leverage and measure social media to assure the time invested produces the intended result.

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### **Maximize Your Business through Pinterest**

11:00AM - NOON

Getting started with Pinterest is fun and easy. Join this session to learn the key points of writing descriptions about pins that promote sharing through other social media. You will also learn to pin when there is no picture to pin and improve the appearance of photos before you upload to Pinterest.

**Alice Henneman**  
Lancaster Co. Extension





**Julie Geiger**  
Prairie Point Junction Quilt Shop

### **Easy, Low-Cost Tips to Expand Your Online Presence**

11:00AM - NOON

This must-attend gathering is for anyone who wants to increase exposure online for greater in-store sales. If you aren't actively engaged with your customers online, you are missing out on extra in-store sales. The presenters will illustrate ways they have expanded their businesses to ship

orders daily on a national level as well as share simple, low-tech and best of all, low cost strategies to expand your online presence. Capture new customers and engage your existing clientele through online networking opportunities as you position yourself as the go-to expert in your field!

Participants will:

1. Identify potential sources for networking your business;
2. Learn effective ways to cross-market your business locally and online; and
3. Establish a list of opportunities to showcase your area of expertise.



**Courtney Rodgers**  
Boutique Window

### **Enjoy Lunch and Grow Your Full Potential**

NOON – 1:30PM

Have an action game plan, learn the “right” resources to support the development of your potential and you will be resilient to the finish line! As a professional motivational speaker DeMoine has a reputation for turning ordinary people into extraordinary leaders by emphasizing the values of building positive relationships, creating an environment of principles, and embracing the role of a leader. DeMoine will have you on the edge of your seat as he uses

humor and experience to provide leadership and inspiration by motivating professionals to raise the bar of their own expectations. Maximize performance goals and possibilities as you “grow your full potential”.



**DeMoine Adams**  
The Game Plan

### **Networking Break with Exhibitors**

1:30PM - 2:00PM

### **GROW Member of the Year Presentation**

2:00PM - 2:10PM



**Michael Miffler**  
Rule of Thumb

**They've Got Mail, You've Got Customers;  
The Power of Email Marketing**

2:10PM - 3:10PM

The passion for what you do and the quality of your customer relationships are what separates you from the big guys. When you use email marketing, you'll be able to reinforce those relationships and connect with your customers in a way no one else can—every single time you hit 'send'.

Discover how communicating with customers regularly can help your business stay connected, generate increased referrals and repeat sales, and secure unwavering customer loyalty. Learn how to start and build a strong permission-based customer list, get your audience to open, read and act on their email, and use past results to sharpen your email marketing program as you go along. This practical seminar will provide a concise but comprehensive overview of how easy it is to create and send professional-looking email newsletters and promotions. Attendees will learn the latest best practices and proven strategies.

**Networking Break with Exhibitors**

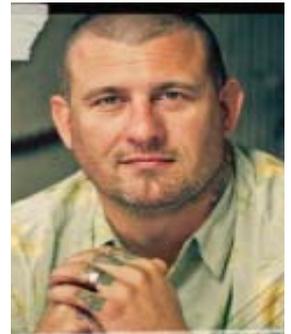
3:10PM - 3:30PM

**Sparking Innovation One Step at a Time**

3:30PM - 4:15PM

Expand your thought process and learn to plunge forward into uncharted territory. Attend this dynamic assembly as Smitty offers advice he's used in his business that has been effective and then again, maybe not so effective. Learning from these life lessons has allowed him to now occupy almost four times the original space he purchased when he started his business. He will reveal how to make an impact, how to make a connection and how to be accommodating to clients when they have opposing interests. Join him in learning from his 14 years of business and how he has grown his business, now serving customers from coast to coast.

**Joseph (Smitty) Smith**  
Big Brain Tattoos



**Closing Remarks—Stay till the END to see if you WON**

4:15PM - 4:30PM