

Norfolk Insider

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“Small Biz Seminar”

A person wants to start a small business and asks their banker where to start. The banker knows there are programs out there to help business owners but isn't sure where to point their customer to. A Small Biz Seminar was held at the Norfolk Area Chamber of Commerce building Tuesday morning to help financial professionals learn about many of the organizations and the programs that are available to new and growing businesses in the area.

The program was sponsored by the newly formed Small Business/Startup Team which includes the USDA; Norfolk Area Chamber of Commerce; City of Norfolk Economic Development Council; Nebraska Public Power District; Small Business Development Center; Nebraska Department of Economic Development; REAP; SCORE; and Northeast Community College.



Representatives from each of these groups spoke to over 35 attendees at the seminar about who they are, what programs their organizations offer and how they can help owners of new and established businesses.

Lance Marshall, vice-president of Elkhorn Valley Bank, attended the seminar and said he learned much about economic incentive programs that are available in the area.

“With all the different programs, it is difficult to be an expert on all of them. It will be a great benefit for lenders and customers to have one contact person at the economic development office that can point them in the right

direction,” Marshall said.

Loren Kucera, Director of the Nebraska Business Development Center, explained to the group the different loans and programs the Center is able to access for new and established businesses. His organization is one of the members of the Small Business/StartUp Team.

“The presenters talked about everything from writing a business plan to energy audits to loan packaging and mentoring. Though there was a lot of material presented today, it might plant something in some one's mind some time where they'll call Candace or me for more information,” Kucera said.

Courtney Klein, Director of the City of Norfolk Economic Development Council, and Candace Bossard, Economic Development Coordinator, organized Tuesday's event.

Financial professionals and economic development staff from Norfolk, Neligh, Crofton, Wisner, West Point and Tekamah attended the event.

“We look forward to being the contact point for questions that people may have about starting or expanding their business. There are resources available that people may not even be aware of. We want to connect the dots for them so they can be successful in their business project,” Klein said.