



EntrepreneurShip Investigation and Community Connections



Thayer County

December 2009



During the December ESI workshop students learn about successful business practices from Bob Reinke of Reinke Shakes and Randy Wiedemann, owner of Expert Computer Solutions in Hebron. Both entrepreneurs talked about how they price their products or services and how they market their businesses to potential to customers.

Students became more aware of other cultures.

The group met Sandro, an graduate student from Brazil who recently attended EARTH University in Costa Rica. He is now a graduate student at University of Nebraska-Lincoln Extension in Hall County. Sandro told about his experiences with ESI and the successes that Latino students are having in Grand Island.

Amy Boren, UN-L professor based in Costa Rica brought five Costa Rican agricultural officials to Nebraska to learn about the ESI curriculum. They want to implement ESI in their country.

The officials observed class activities while Amy interpreted for them. The gentlemen enjoyed touring the two businesses and ate lunch in Hannah Bs. The urban visitors experienced small-town Nebraska hospitality as they visited stores on main street Hebron.



Courtyard Terrace Administrator Michelle Ploch explained to the group how much the community needs the Assisted Living facility. She emphasized the importance of good customer service.

Students learned to develop mission statements and SMART goals. They worked on price comparisons for supplies to better understand how to price their product. They learned how to stay in business and out of court—first steps in building a successful business plan.



Courtyard Terrace residents check in to observe students working at their computers.



Students negotiate as they team up to create products.



Youth participating in 4-H are more likely to enroll in higher education and explore career and entrepreneurship opportunities which result in increased wage earners that contribute to the economic stability of their communities. Those 4-Hers who attend UN-L also contribute to the state by their enrollment dollars.

