

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Cornhusker Economics

Agricultural Economics Department

11-11-2009

NxBizSuccess: An Online Business Tool

Marilyn Schlake

University of Nebraska - Lincoln, mschlake@unl.edu

Tonia Franklin

University of Nebraska - Lincoln, tfranklin2@unl.edu

Follow this and additional works at: http://digitalcommons.unl.edu/agecon_cornhusker



Part of the [Agricultural and Resource Economics Commons](#)

Schlake, Marilyn and Franklin, Tonia, "NxBizSuccess: An Online Business Tool" (2009). *Cornhusker Economics*. 469.
http://digitalcommons.unl.edu/agecon_cornhusker/469

This Article is brought to you for free and open access by the Agricultural Economics Department at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Cornhusker Economics by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

CORNHUSKER ECONOMICS

UNIVERSITY OF
Nebraska
Lincoln

November 11, 2009

University of Nebraska–Lincoln Extension

Institute of Agriculture & Natural Resources
Department of Agricultural Economics
<http://www.agecon.unl.edu/Cornhuskereconomics.html>

NxBizSuccess: An Online Business Tool

Market Report	Yr Ago	4 Wks Ago	11/6/09
<u>Livestock and Products,</u>			
<u>Weekly Average</u>			
Nebraska Slaughter Steers, 35-65% Choice, Live Weight.	\$92.58	\$80.30	\$85.42
Nebraska Feeder Steers, Med. & Large Frame, 550-600 lb.	106.60	102.57	104.65
Nebraska Feeder Steers, Med. & Large Frame 750-800 lb.	101.73	94.53	95.97
Choice Boxed Beef, 600-750 lb. Carcass.	146.87	134.46	141.49
Western Corn Belt Base Hog Price Carcass, Negotiated.	51.45	48.36	53.65
Feeder Pigs, National Direct 50 lbs, FOB.	43.58	*	*
Pork Carcass Cutout, 185 lb. Carcass, 51-52% Lean.	57.69	52.93	59.08
Slaughter Lambs, Ch. & Pr., Heavy, Wooled, South Dakota, Direct.	96.37	92.00	93.87
National Carcass Lamb Cutout, FOB.	265.45	245.24	239.39
<u>Crops,</u>			
<u>Daily Spot Prices</u>			
Wheat, No. 1, H.W. Imperial, bu.	4.91	3.69	3.97
Corn, No. 2, Yellow Omaha, bu.	3.64	3.39	3.44
Soybeans, No. 1, Yellow Omaha, bu.	9.00	9.42	9.23
Grain Sorghum, No. 2, Yellow Dorchester, cwt.	4.84	5.39	5.66
Oats, No. 2, Heavy Minneapolis, MN, bu.	*	2.39	2.49
<u>Feed</u>			
Alfalfa, Large Square Bales, Good to Premium, RFV 160-185 Northeast Nebraska, ton.	202.50	*	*
Alfalfa, Large Rounds, Good Platte Valley, ton.	77.50	82.50	82.50
Grass Hay, Large Rounds, Premium Nebraska, ton.	75.00	*	*
Dried Distillers Grains, 10% Moisture, Nebraska Average.	130.00	105.00	119.00
Wet Distillers Grains, 65-70% Moisture, Nebraska Average.	45.50	37.00	42.00
*No Market			

Imagine sitting at the kitchen table. You and your friends are discussing the pros and cons of business ideas, what will work and what doesn't stand a chance. Now imagine a place where you can have the same conversations, but with hundreds of people, online. That is the vision of NxBizSuccess, to add life to ideas, share experiences and knowledge, find resources to make it happen, and to bring together like-minded people who see Nebraska as a great place to start a business.

NxBizSuccess is a new website for small business owners and individuals involved and interested in Nebraska's entrepreneurial community. The website was officially launched on November 2, 2009. NxBizSuccess targets adults who are serious about owning and operating a small business and need resources or questions answered. The website will not replace existing Nebraska services, but will serve as a conduit to funnel users to the right resource at the right time. To accomplish this task, NxBizSuccess also targets the service providers to add content and information that will make the website valuable to the small business industry.

On NxBizSuccess.com, the user will find areas that are specifically designed to help bring the ideas and resources together:

- In the video/podcast section, users can download podcasts or live stream more than 120 business videos that provide tips and solutions from other business owners, professionals and resource providers. Additional topical videos will be added to the library by user request.
- The discussion forums and blogs allow users to dialogue with others about business problems, solutions and ideas.



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the U.S. Department of Agriculture.

University of Nebraska Extension educational programs abide with the non-discrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.

- Statewide resource listing helps the user identify re- sources in their region or community.

- The events calendar showcases business workshops, conferences, trainings and network meetings.

- Research, articles and tools are found in the content sections titled, Nu2Biz, NowInBiz.MoneyTools, Innov8Space, and Tips2Know. This is a growing area of content where users help to decide what is most critical for their business success.

- Users are encouraged to become a NxBizSuccess member and gain access to other member's information for networking and business opportunities. Members are encouraged to add their comments and participate in the forums and blogs.

- Social networks are also available with NxBizSuccess. Users can join the NxBizSuccess groups on Facebook, Linked-In, YouTube, iTunes U, Digg, Delicious, Vimeo and Twitter. Users have many avenues to connect with other business owners and gain new technology skills to incorporate into their own businesses.

Project Partners

NxBizSuccess was developed as a collaborative project of the University of Nebraska-Lincoln's NebraskaEDGE Program and Community Development Resources of Lincoln (CDR). Project funds were provided by the Nebraska Enterprise Fund (NEF), administrator of the Nebraska Department of Economic Development's Nebraska Microenterprise Act funds.

- The NebraskaEDGE Program is a UNL outreach program located within the Center for Applied Rural Innovation/Department of Agricultural Economics. Since 1993, **EDGE** has collaborated with communities to deliver small business educational training to more than 2,500 aspiring and existing business owners. Marilyn Schlake is Associate Director of the NebraskaEDGE program, and Tonia Franklin serves as the NebraskaEDGE Regional Coordinator and Project Manager for the development of the NxBizSuccess website.



- Community Development Resources is federally recognized by the U.S. Treasury as a Community Development Financial Institution (CDFI). CDR provides training, technical assistance and business loans for owners who must look for non-commercial

funds due to personal financial positions. Rick Wallace is the founder and Executive Director of CDR.

- Lynn Hinderaker of Omegapoint Marketing, Inc. served as host for the business videos and assisted with development. Website structure and design was provided by Leopard, Inc.

As NxBizSuccess grows in awareness and use, additional services will be provided, such as online business plan training, virtual business coaching services or other products deemed valuable by the users.

For more information about NxBizSuccess, contact Marilyn Schlake or Tonia Franklin.

Marilyn Schlake, (402) 472-4138
Associate Director
NebraskaEDGE Program
University of Nebraska-Lincoln
mschlake@unl.edu

Tonia Franklin, (402) 805-7535
Regional Coordinator and Web Project Manager
NebraskaEDGE Program
University of Nebraska-Lincoln
tfranklin2@unl.edu