

“WHAT’S INVOLVED IN STARTING A SMALL BUSINESS”

Saturday, April 5, 2025
Turbine Flats – Resonator, 2124 Y Street, Lincoln, NE

AGENDA

- 8:15 – 8:25 am** **Welcome and Introductions**
- 8:25 – 8:30 am** *Farshad Maltes, Executive Director, Community Development Resources*
- 8:35 – 9:50 am** **Practical Accounting / Sales & Use Tax for Small Business**
Rand Hansen, CPA
- 10:00 – 10:50 am** **Business Plan**
Steve Bors
- 11:00 – 11:50 am** **Insurance Needs of Small Business**
Colten Zamrzla, Cornhusker Insurance Agency
- 12:00 – 12:30 pm** **LUNCH**
- 12:30 – 1:20 pm** **Traditional Marketing**
Olga Martin, Business Buildery
- 1:30 – 2:20 pm** **Legal Structures for Small Business**
Chuck Wilbrand, Knudsen Law Firm
- 2:30 – 3:20 pm** **Digital Marketing**
Shannon Filing, Transformation Marketing
- 3:30 – 4:20 pm** **Financing Your Business**
Jim Reiff, Nebraska Enterprise Fund
- 4:20 – 4:30 pm** **Evaluations & Closing**