



Grow Your Own

December 4, 2013



My Presentation

Federal Reserve

12.04.13



Let's Start with Prosperity

Inspiration from the Field

Big Picture View

Keys to Success

Center Resources

Questions & Discussion



A Decade of Field Work



The areas with "STARS" are locations where the Center has completed projects.



Prosperity?



Prosperity Defined



Economic Opportunity
Broadly-Held Community Wealth
Entrepreneurial

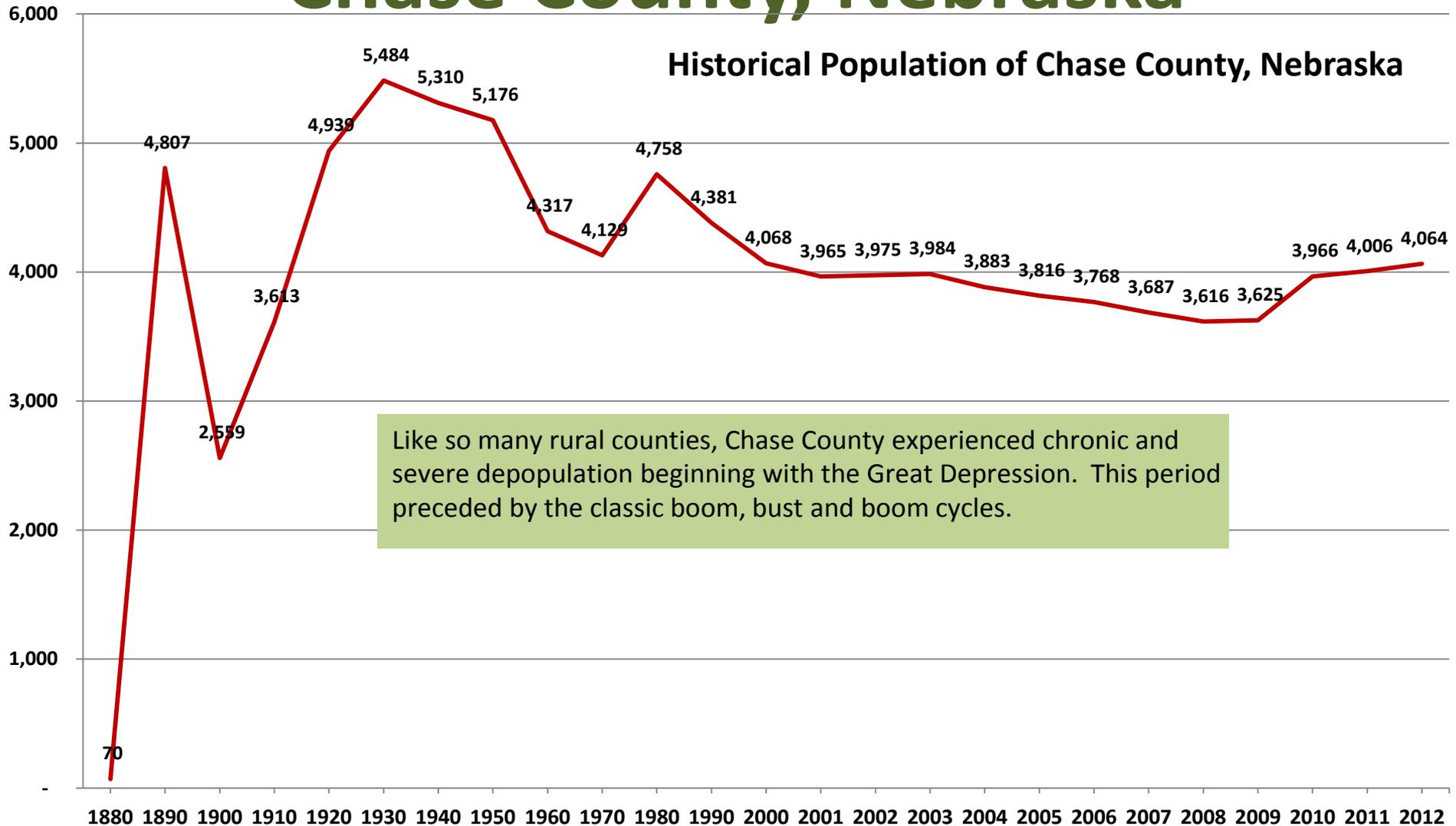
- 1. Economic & Social Diversity**
- 2. Resilience from Shocks**
- 3. Higher & Sustained Prosperity**

Chase County



Chase County, Nebraska

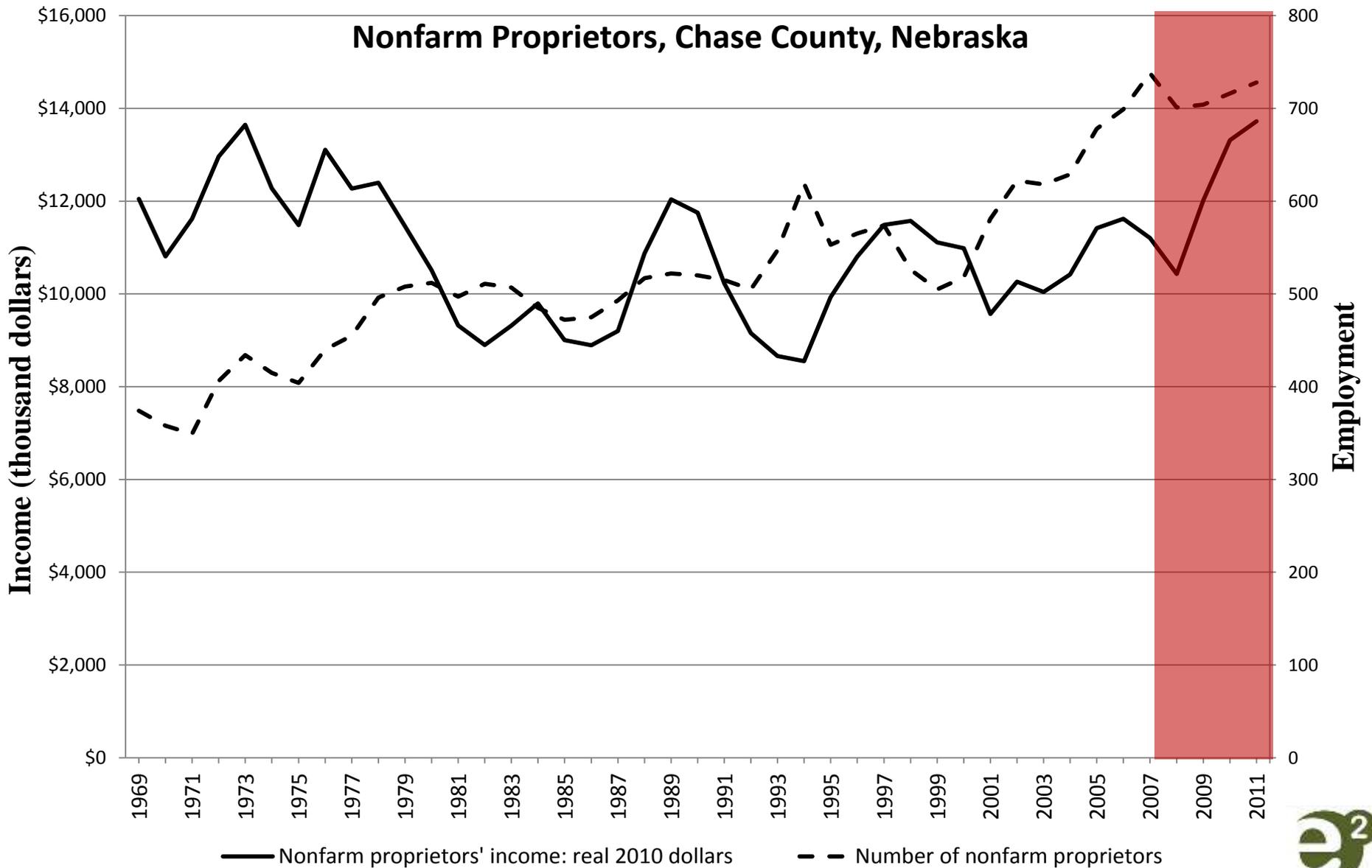
Historical Population of Chase County, Nebraska



Like so many rural counties, Chase County experienced chronic and severe depopulation beginning with the Great Depression. This period preceded by the classic boom, bust and boom cycles.

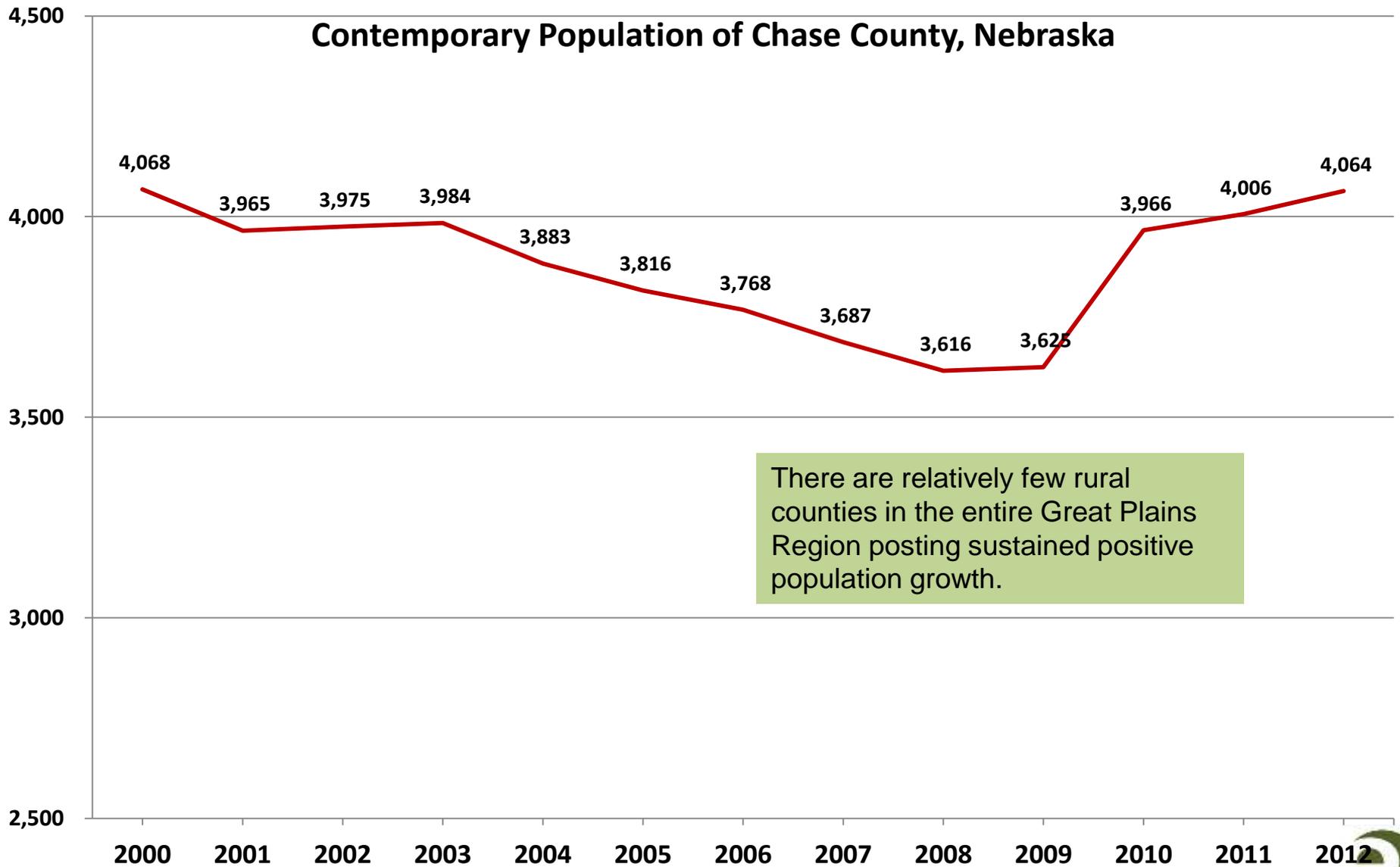


Economic Rebound



Community Renewal

Contemporary Population of Chase County, Nebraska



There are relatively few rural counties in the entire Great Plains Region posting sustained positive population growth.



Russ & Allo Communications

Russ and his wife own the local twice weekly newspaper in Imperial. He a former high school class mate created Allo Communications. Today they are one of the breakout companies fueling Chase County's revitalization. Allo Communications is competing head up with the likes of SPRINT and Century Link.

Russ and Allo are charitable and through gifts to the Chase County Community Foundation they are supporting workforce development and educational opportunities for youth.



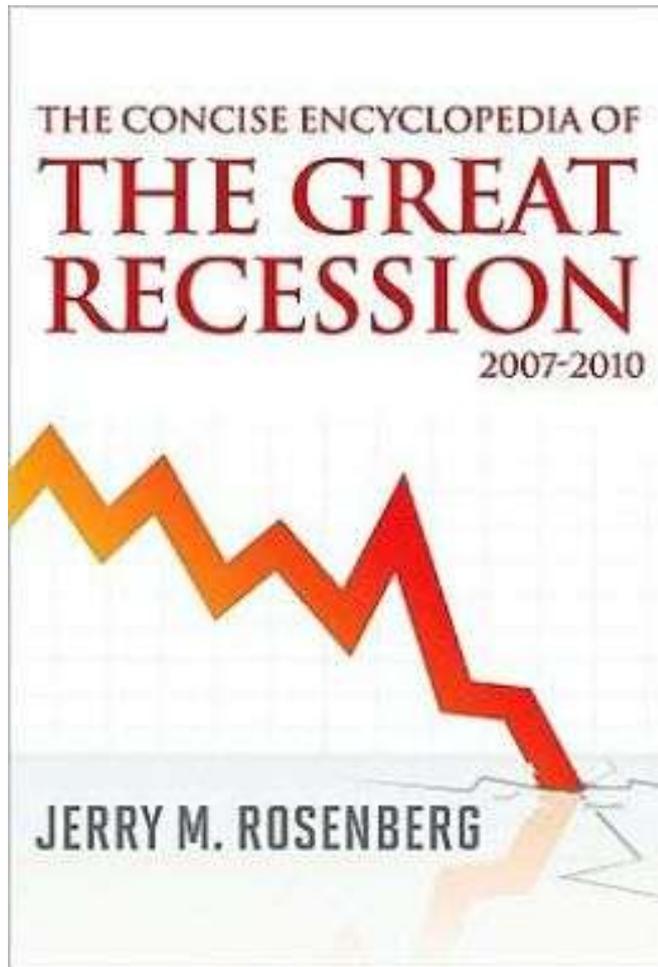


Big Picture

Economic Development
Opportunities in the
Post-Great Recession
Economy and Society.



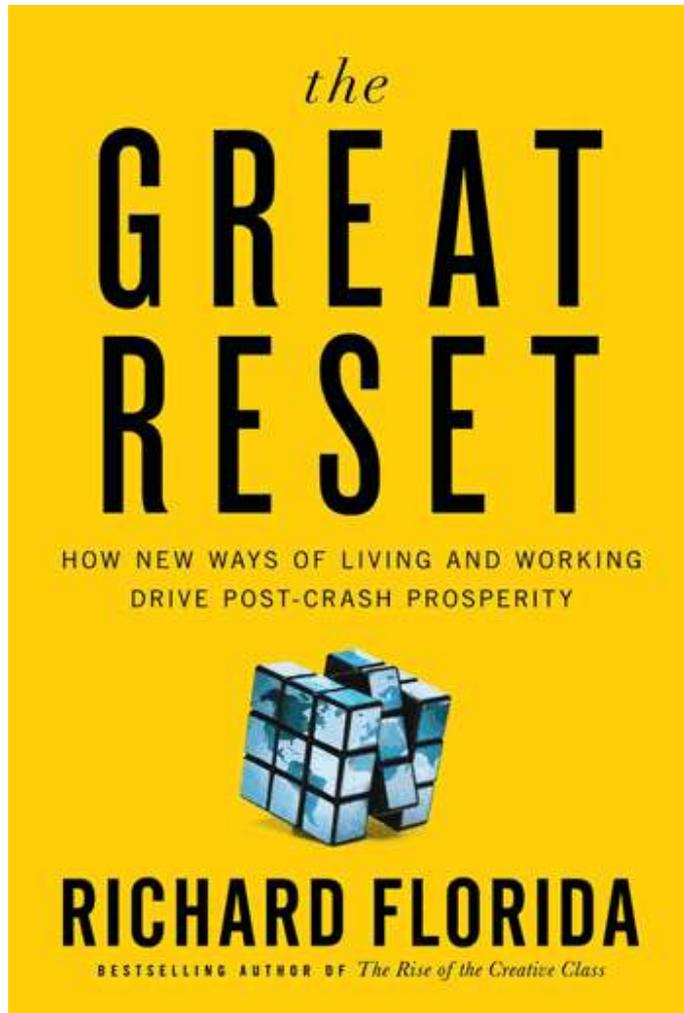
Great Recession



The most significant economic event in our lifetime!

A new economic and social world will emerge from this recession.

Great Reset



Space exists in our economy and society for creativity and innovation that can lead to a new round of economic and social progress and prosperity.

The Long Depression of the 1870s and the Great Depression of the 1930s is evidence that this can be the case with the Great Recession.

**This is called the
Great Reset!**



The Reset Process



Illustration – 1995-2001

The Great Expansion

The 1990s were a remarkable period in American economic development history. During the 1990s, household net worth grew by a remarkable \$22 trillion. No other decade since World War II posted such wealth creation in United States including the 1950s, 1960s and the 1970s.

Booming 1990's

3.7 Million

More Businesses

\$5 Trillion

More Sales

28 Million

Net New Jobs



Challenged 2000s

Largest Employers Shed **9.5** Million Jobs

99,000 Jobs Loss Per Month

Smallest Employers Created **8.8** Million Net New Jobs

92,000 Jobs Gained Per Month

Self-Employment Grew by **93%**

3.3 Net Gain in Self-Employed Ventures



First Year of the Recovery

2009-2010

Largest Employers Shed Over **1 Million** More Jobs
or **-113,000** per Month

Smallest Employers Created **6.8 Million** Jobs
or **569,000** Jobs per Month



IN JUST 1 year,
2.5 Million NEW
ENTREPRENEURIAL
startups!



Results in for 2009-2012

Self – Employment Dropped

↓ **146,241** or ↓ **2%**

Stage 1 Ventures
(2-9) employees

↑ **2.6** million more businesses +21%

↑ **6** million more jobs +28%

↑ **\$371** billion more in Sales





**Defense Contractors
Government Contractors
Supply Chain Companies**



**Immigrant Talent
Graduate Students
Safe Harbor Immigrants**

**Entrepreneur
Opportunities**



**Under-Employed Talent
Un-hired Graduates
Displaced Talent**



**Business Failures
Retirees
Women**

Employment Shifts – 3 Waves

Pre-World War II

Self-Employment – Smaller Local Employers

World War II into the 1990s

Large Corporations, Government & Non-Profits

1990s through to Today

Swelling Self-Employment & Smaller Ventures



Navigating Change





Keys to Success

Across America Communities and Regions are Struggling to Find Robust Funding for Economic Development.





#1 -Local Responsibility



No community can take its future for granted. Remember Detroit? Every community must create its future. Development is a local responsibility. Central to community success in the 21st Century is creating and supporting an environment for entrepreneurial behavior.

#2 – Smart Game Plan



#3 – Robust Investment



**Communities
must be renewed
socially and economically.**

There must be constant private and public investment if a community is to renew itself.

- 1. Public Funding**
- 2. Leveraged Private Investment**
- 3. Community Philanthropy**

#4 Key... Entrepreneurial Development Systems

Chronology...

2004 Legislation

2005 Center Created

2006 NetWork Kansas

2007 First E-Communities

5 ½ Years of Experience

Impact...

39 Communities

339 Business Deals

\$54 Million Deal Flow

1017 Full-Time Jobs

816 Part-Time Jobs

NetWork Kansas

Kansas is building one of the most robust and sustainable entrepreneur-focused economic development game plans in North America. There is a system of support that includes NetWork Kansas, the Kansas Small Business Development Centers, communities from urban to rural and hundreds of specialized resource providers.

Kansas is growing an entrepreneurial eco-system one community at a time. We are in the process of capturing this story (Fall 2013).





Other Keys...

#5 – Sustained Effort

#8 – Immigrants & New Residents

#9 – Real Regional Collaboration



#7 – Attributes of an Entrepreneurial Community

1. All 3 Kinds of Es
2. Culture
3. Infrastructure
4. Human Talent
5. Youth



Entrepreneurial Culture

It's Entrepreneurial...

A key attribute of successful entrepreneurs is that they focus on opportunities.

It's Positive...

This is asset-based development and it creates hope based on opportunities.

It Leads to Impact...

It works!



Entrepreneurial Infrastructure



- Robust Support Network
- Business Coaching
- Access to Capital
- Access to Market Research
- Access to Places & Spaces
- Access to Real Time Technology
- Access to Human Talent
- Other Entrepreneurs

Entrepreneurs

**#10 – Civic & Social
Entrepreneurs.**

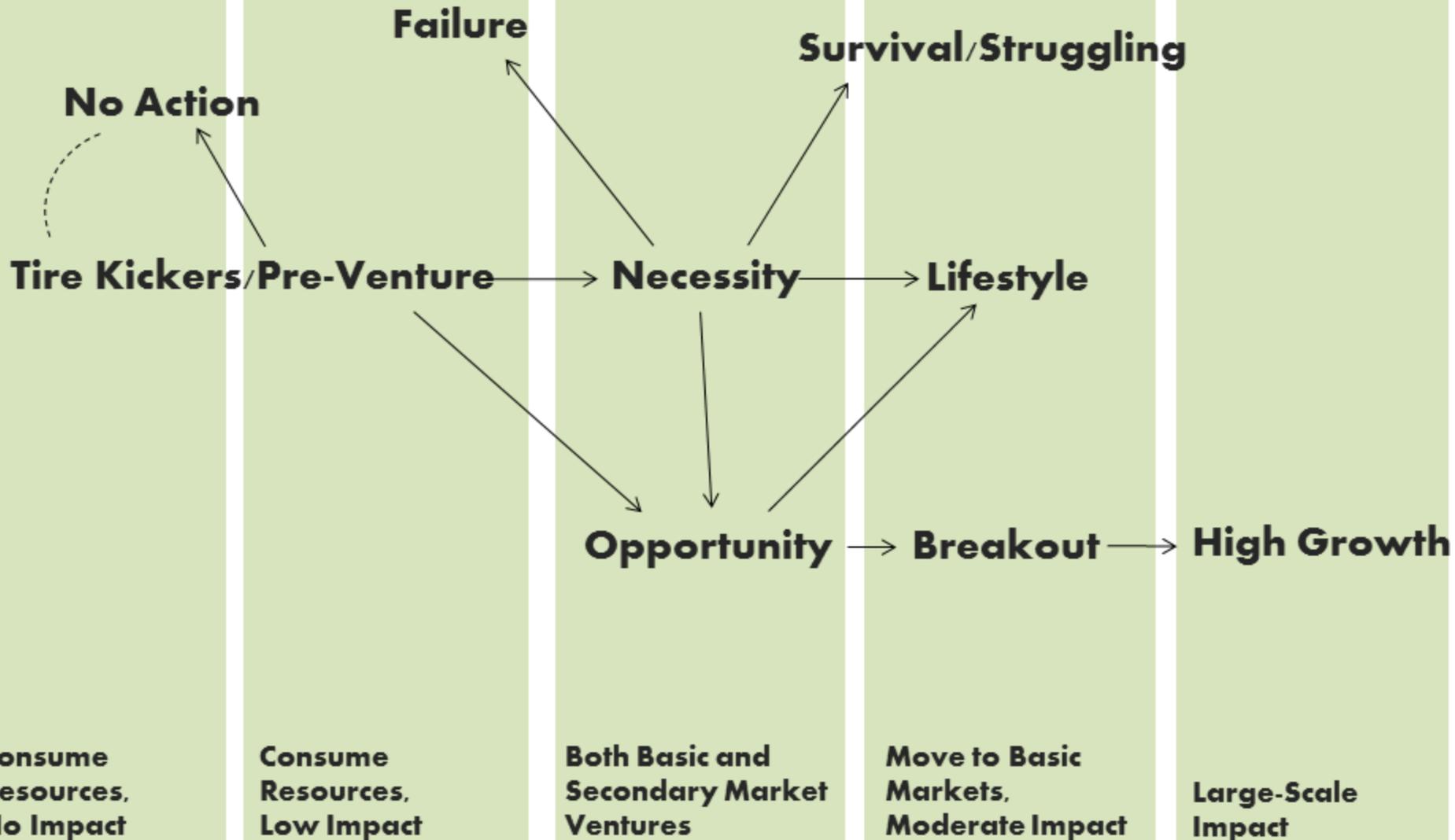
#6 – Business Entrepreneurs

- *Lifestyle*
- *Growth-Oriented*
- *Transition*



Beth Stube -- Dickinson, North Dakota

The Entrepreneurial Pipeline





Youth... Energizing Force





Center Resources



Keys to Economic Success

Local Responsibility

Smart Game Plan

Robust Investment

Entrepreneurial Development Systems

Sustained Effort

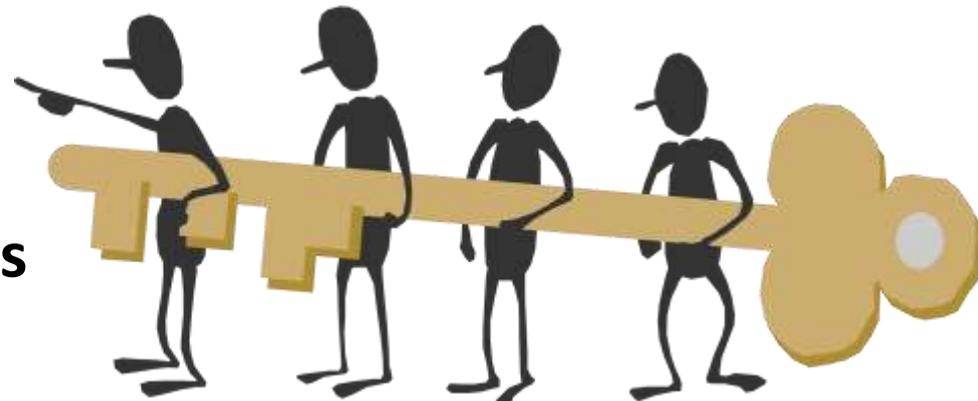
Growth Entrepreneurs

Attributes of an Entrepreneurial Community

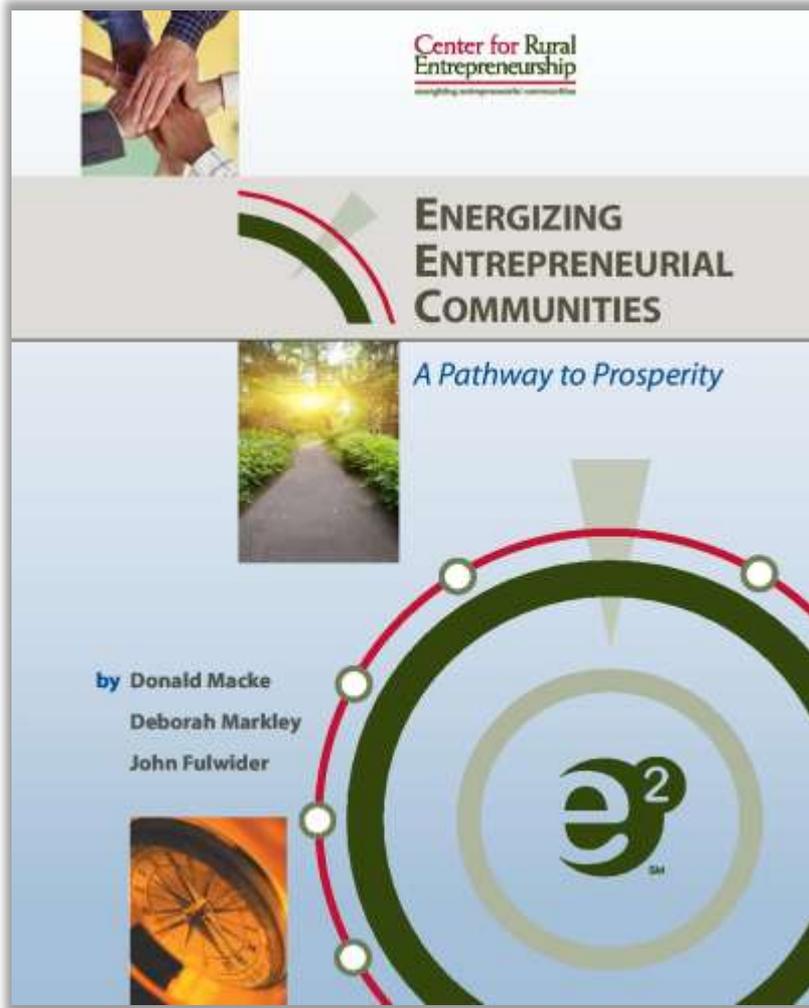
Immigrants & New Residents

Real Regional Collaboration

Civic and Social Entrepreneurs



New Book



January 2014 Release

Contents...

Case for Entrepreneurs

Entrepreneurial Community

Action Framework

Working with Entrepreneurs

Guiding & Tracking Progress

Paper & E Book



E2 University Online

Rollout in 2014...

Resources:

- Guides
- Tools
- Protocols
- Training Webinars
- Exercises & Illustrations
- Videos, Stories & More



Web site

www.energizingentrepreneurs.org

We have produced a new and improved web site with more free resources and better guidance to compensated resources. Give it a spin. Also... we have four electronic newsletters that are free. Sign up today and benefit from all the resources covered in our newsletters.



Working with Es Website

Beginning next summer and fall we will be offering community and professional webinars on working with entrepreneurs and community-based entrepreneur-focused development.

entrepreneur  
coaching  



We Must Dream Again



Questions...





Questions & Discussion

Center for Rural
Entrepreneurship

energizing entrepreneurial communities

Don Macke

don@e2mail.org

www.energizingentrepreneurs.org

