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A special thanks to:

The 2011 CYN Steering Committee for their hard work and commitment to CYN.

The West Point Summit Planning Team for their hard work and dedication to the summit.

The West Point community for its hospitality and excitement.

The 2011 CYN Summit speakers for sharing their knowledge and expertise.

UNIVERSITY OF
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The University of Nebraska is an Affirmative Action/Equal Opportunity Institution.

Connecting Young Nebraskans Summit

October 28, 2011 :: West Point, NE
Nielsen Community Center :: 200 Anna Stalp Avenue

connecting
young
nebraskans

Connecting Young Nebraskans (CYN) is a statewide network designed to connect, empower and retain young Nebraskans. CYN strives to enhance opportunities for individuals to impact their communities through networking and learning experiences. The network is a dynamic and diverse group of peers with a passion for making a difference, a willingness to learn and the desire to build important relationships to help shape the future of Nebraska.

2011 CYN Summit

Friday, October 28

- 7:30 AM** REGISTRATION & BREAKFAST
- 8:00 AM** WELCOME TO THE 2011 CYN SUMMIT :: *Main Ballroom*
Pete Kotsiopoulos, Sr Adviser for Economic Development, University of Nebraska Central Administration
- 8:30 AM** COFFEE SHOP DISCUSSIONS :: *Main Ballroom*
Fill up your cups and start chatting!
- 9:45 AM** BREAK
- 10:00 - 10:50 AM** BREAKOUT SESSION #1

**Who's Buzzing Me?
Create a Personal Brand**
Andy Greenberg

Learn to create low-cost BUZZ that will have your contacts, prospects, clients and employees raving about you! This session takes social media to the next level by creating your "Personal Media" and answers the question "Now that I've met you, what do I do?"

PROFESSIONAL

**Community Involvement
& Your Career**
Sue Wilkinson

Being involved in your community is a win-win situation for your employer and you. The giving of time and talent helps educate employees and develop well-rounded teams, while providing networking opportunities, which could, in turn, help your company.

COMMUNITY

Let's Engage Our Legislators
Jessica Moenning

Finding a way to engage and communicate with our public officials can be daunting, but as young Nebraskans it is important that we take a role in our state's political system. Learn the basic skills to begin this process and tips about what will get you noticed.

CIVIC

**Balance Work, Family
& Philanthropy**
Kim Kwapnioski

Balancing work, family and philanthropy while also staying sane can be a huge challenge. Hear tips on following your passion, finding a mentor, ruthlessly pursuing your goals, saying 'no' and finding the movers-and-shakers and how they play an important role in achieving a balance.

PERSONAL

- 11:00 AM** NETWORKING :: *Main Ballroom*
- 11:20 AM** VIDEO CONTEST WINNERS & DOOR PRIZES :: *Main Ballroom*
- 11:30 AM** LUNCH :: *Main Ballroom*
- Noon** KEYNOTE ADDRESS "A Sense of Place" :: *Main Ballroom*
Jeff Slobotski & Dusty Davidson, Silicon Prairie News

Regardless of location, we all experience a sense of place. Nebraskans are proud of where we live, but we don't often tell the story in a way that compels others to understand why our 'place' is important. What we say about our 'place' is powerful and viral, and no matter where we call home, it is important that we be a part of the positive conversation that makes Nebraska place that others will want to call home.

PROFESSIONAL :: Room B COMMUNITY :: Room C CIVIC :: Room D PERSONAL :: Room E

- 12:45 PM** BREAK
- 1:00 - 1:50 PM** BREAKOUT SESSION #2

**Being An Entrepreneur
In Nebraska**
Joseph Knecht & Derrick Eells

Two ambitious entrepreneurs will discuss their experiences of starting a business in Nebraska. They will offer tips on how young professionals can grow an entrepreneurial idea and utilize Nebraska's talent and resources.

PROFESSIONAL

**Fundraising: We Will All
Have To Do It!**
Mike Bailey & Clover Frederick

From grassroots fundraising to "making the ask," hear tips about working with volunteers and setting realistic goals. Even if you are scared of making the ask, learn the tools to get the community excited about your cause.

COMMUNITY

**Engaging The Next
Generation of Leaders:
They Are The Future!**
Lindsay Hastings

Based on research-driven strategies, learn what factors cause young leaders to engage, what environments prove conducive to building relationships, and what outcomes communities can expect from engaging their young leaders.

CIVIC

Follow-up To The Keynote
Jeff Slobotski & Dusty Davidson

If you were intrigued by Jeff and Dusty's presentation but didn't have time to ask questions, please join this open session, meet the duo and ask your burning questions.

PERSONAL

- 2:00 PM** FLYOVER: IT SUCKS TO LIVE HERE :: *Main Ballroom*
- 2:45 PM** BREAK :: *Sponsored by Nebraska Association of Resource Districts*
- 3:00 - 3:50 PM** BREAKOUT SESSION #3

**Closing The Gap Between
Business & Social**
Steve Maly

What are the trends? What can we say to cause action? We are all familiar with social media, but what are some buzz words that can get your message across? What unique marketing ideas will inspire your audience to dig deeper and take action with you? We'll help you close this interactive gap.

PROFESSIONAL

**Attract & Retain Young
Nebraskans**
Jay Knobbe & Ryan Mead

Let's think about economic development in a new way. Today, great solutions come from anyone and anywhere in the world! So who are you talking to and how do you view community betterment? You are not going to leave with answers—but you will leave with a new way of thinking.

COMMUNITY

**Politics And Running
For Office**
Jonathan Nikkila

Who will be Nebraska's next William Jennings Bryan? It is common for people who are active in their local communities to consider running for an elected position or assisting someone else who is. But where do you get started and what does it take to be elected?

CIVIC

**Financial Planning
For Your Future**
Mike Bailey

It's time to start thinking about the future. If you are interested in learning more about retirement planning, college savings plans for your kids, or thinking strategically about saving, then this session is for you. Bring your lingering financial questions!

PERSONAL

- 4:00 PM** IPAD GIVEAWAY :: *Main Ballroom*
- 4:15 PM** FINAL WORD :: *Main Ballroom*
Derrick Eells, TenDot Corporate Travel
- 4:45 PM** THE END

#CYN2011
the official CYN Summit hashtag

Stay connected! cyn.nebraska.edu facebook.com/youngnebraskans @youngnebraskans