



# HomeTown COMPETITIVENESS

A COME-BACK/GIVE-BACK APPROACH  
TO RURAL COMMUNITY BUILDING

## HomeTown YouthForce: Engaging the Entrepreneurial Generation

November 18-20, 2008

Lied Lodge and Conference Center

Nebraska City, Nebraska

[www.htccommunity.org](http://www.htccommunity.org)



YouthForce is a hands-on training institute, designed to help you learn and work through the strategies and skills you can use back home. “Training teams” of two or more are strongly encouraged to attend.



# YouthForce Academy

A new learning opportunity for communities interested in engaging and attracting youth and young people will be introduced this fall in a three-day academy, entitled “HomeTown YouthForce: Engaging the Entrepreneurial Generation.” This academy has been developed by the Heartland Center and the RUPRI Center for Rural Entrepreneurship as part of the HomeTown Competitiveness (HTC) initiative. The inaugural event will be held November 18-20, 2008, at the nationally known Lied Lodge and Conference Center in Nebraska City, Nebraska.

HomeTown YouthForce will focus on how to engage entrepreneurial youth in community building while they are growing up in their hometowns and how to attract young people back to their hometowns (or other small towns) after they have moved away for further education or career development. The academy will underscore the linkages among entrepreneurship education, leadership development and community engagement with youth in a systems approach to community and economic development.

Surveys conducted by the HTC collaborative indicate that 50% or more of rural middle and senior high students prefer to stay in or return to their hometowns, and more than 40% are interested in starting their own businesses in the future. However, actual results are much lower because many teens do not feel that quality careers are available to them in their hometown. Furthermore, many young people are encouraged to leave for opportunities elsewhere. In many small towns, attracting just a handful of young adults would stabilize local and regional populations that have been on the decline for decades.

## Send Us Your Story

To help build a “best practices” library to share with YouthForce Academy participants, we are inviting you to share your success stories in youth engagement, leadership development and entrepreneurship education. Send us your stories, in 200 words or less, to [cperzinski@heartlandcenter.info](mailto:cperzinski@heartlandcenter.info) with your name, organization, address, phone and email addresses. Selected stories will be shared with academy participants and posted on the academy website.



# Training Topics

The three-day training academy is organized around the three spheres of the HTC Youth Engagement System:

1. Education and Entrepreneurial Career Development
2. Youth Leadership and Community Service
3. Adult Mentoring and Community Support of Youth and Young Adults

Workshop activities will include opportunities for participants to share their experiences in youth entrepreneurship and civic engagement as best practices as well as to highlight common challenges in this work. These activities will facilitate team learning and shared ownership of the training via small group working sessions with further discussion with the full group.

Presentations by successful practitioners or young entrepreneurs will be built into the agenda to enhance and broaden the learning experience for participants.

---

## Daily Agenda At-A-Glance

November 17 5-8 p.m.

**Registration and Reception (optional)**

November 18 8:30 a.m.-5 p.m.

**Registration**

**Youth Engagement System Overview**

**Creating a Youth Entrepreneurship Environment**

November 19 8:30 a.m.-5 p.m.

**Youth Leadership and Adult Mentoring**

**Entrepreneurship Career Education**

**Dinner: Practitioner Panel**

November 20 8:30 a.m.-Noon

**Putting It All Together**

**Back Home Planning**

---

## What You Can Expect:

- A training design that is comfortable, active and fun.
- Interaction with a trainer team with years of national experience in rural community development.
- Introduction to a panel of young entrepreneurs who will share their experiences, challenges and lessons of success.



# Your Trainer Team

The trainers are a highly experienced team. Don Macke is Director of Practitioner Programing and Craig Schroeder is Senior Associate of the RUPRI Center. Milan Wall is a founder and Co-Director and Reshell Ray is a Program Associate of the Heartland Center for Leadership Development. Gregg Christensen, a former rural school teacher, is a career education specialist and a past president of the Consortium for Entrepreneurial Education.



Milan Wall



Don Macke



Reshell Ray



Craig Schroeder



Gregg Christensen

## Who Should Participate:

Participants in this academy will be practitioners who are actively involved now or who hope to become involved in programs with young people in middle school and high school or young adults who can make significant contributions to community and economic development. Such programs may focus on youth engagement, entrepreneurship education/career development, or mentorship/leadership development opportunities involving young people. Examples of academy participants might include:

- ◆ Youth program leaders
- ◆ Entrepreneurship education teachers and administrators
- ◆ Sponsors of mentorship or leadership development programs involving young people
- ◆ Community and economic development organizational leaders
- ◆ Extension educators
- ◆ Economic development specialists
- ◆ Other adults with a keen interest in the field



# Registration Information

## HomeTown YouthForce

REGISTRATION DEADLINE IS OCTOBER 18, 2008

Total Tuition (includes a deposit to hold your registration)

On or before October 18, 2008: \$750

After October 18, 2008: \$850

Your tuition covers all training materials, certification, lunches November 18-19 and dinner on November 19th.

- ◆ Registrations are confirmed on a first-come, first-served basis.
- ◆ A \$250 deposit is required to hold your reservation. Full payment is required by November 17th.
- ◆ As the number of participants is limited, registrations accompanied by full payment receive priority.
- ◆ Cancellations received on or before October 18, 2008 are subject to a \$100 service fee. Cancellations received after October 18th are not refundable; however, another participant may be substituted for the original registrant.
- ◆ You may pay by personal check, money order, institutional purchase order, MasterCard, VISA, Discover or American Express. Your registration must be paid in \$US. Early registration is highly recommended for international participants.

Please complete the registration form included in this brochure, and keep a copy for your records. Pay by registering online, or mail, phone or fax your registration to us at:

Heartland Center for Leadership Development  
650 J Street, Suite 305-C  
Lincoln, NE 68508  
Phone: 402-474-7667 or 800-927-1115  
Fax: 402-474-7672



# Registration Form

---

## HomeTown YouthForce

Name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

(Providing your email address gives us permission to send you information electronically.)

---

Payment Enclosed \$ \_\_\_\_\_       Amount Charged \$ \_\_\_\_\_

Charge to my:  VISA    MasterCard    Discover    American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

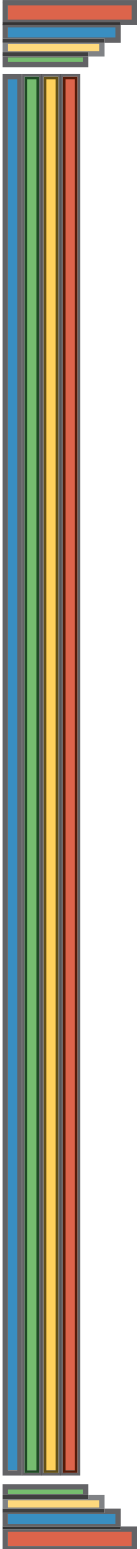
Cardholder Address \_\_\_\_\_  
(Statement Address)

City/State/Zip \_\_\_\_\_

Signature (if faxed or mailed) \_\_\_\_\_

Make checks payable and mail to:  
Heartland Center for Leadership Development  
650 J Street, Suite 305-C  
Lincoln, NE 68508

Registration and Payment may also be made on our website at  
[www.heartlandcenter.info](http://www.heartlandcenter.info)



# Lodging Information

---



## Lied Lodge and Conference Center

**2700 Sylvan Road**  
**Nebraska City, Nebraska 68410**  
**402-873-8768**  
**800-546-5433**  
[www.liedlodge.org](http://www.liedlodge.org)

**A limited number of rooms has been reserved.** Make your own lodging arrangements directly through the hotel: **Ask for the “YouthForce” group rate.**

**NOTE: TO GUARANTEE AVAILABILITY, CUT-OFF DATE IS October 18, 2008.** Reservation requests after this date will be accepted and confirmed upon availability. **Lodging cancellations must be received two weeks prior to the event.**

**Rates: \$119 single occupancy or \$129 double, plus 12% lodging tax per room/per night. Lied Lodge provides breakfast as part of the lodging rate.**

Lied Lodge & Conference Center features work-study areas and data ports, a fine dining restaurant, a cocktail lounge, an indoor pool and fitness center. Walking trails, jogging, and nearby golf are available. Both the Omaha and Lincoln airports are approximately 50 minutes from Nebraska City. Lied Lodge provides shuttle service only from the Omaha airport (Eppley Airfield) at a cost of \$25 per person each way. Ask about shuttle service when you reserve your room.

---

Our training environment is casual and interactive, with plenty of opportunities for peer learning and networking. Please dress comfortably for all sessions.

