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Tyson Fresh Meats, Inc. *Celebrates 20 Years in Lexington, NE*

Story by Josh Rowan

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LEXINGTON – On Nov. 8, 1990, carcass beef operations began in the former Sperry-New Holland combine plant.

Twenty years later, Tyson Fresh Meats, Inc., employs 2,800 members, including 33 Tyson Quality Assurance Inspectors, along with an on-site laboratory involved in food safety.

The Lexington plant is also a familiar face when it comes to helping the community, in the 2010 fiscal year, the plant donated more than \$20,000 in meat and cash donations to local fundraisers and community events.

Mark Sarratt, complex manager of the Lexington Tyson plant, is confident of the plant's success and optimistic about the plant's future role in the community.

"We're proud of the success of our plant the past two decades and appreciate the dedication of our team members and the support of the community," Sarratt said. "We believe the plant is well-positioned for the future with specialty

programs unique to our facility. We look forward to many more years of being a part of Lexington."

To celebrate, the plant held an After Hours party at the Holiday Inn Express in Lexington. During the after hours, the Lexington plant showcased some of their new appetizers.

All plant employees were treated to a free meal and the staff was treated to a prime rib meal.

Members that have stayed with the plant for all 20 years were recognized and awarded with a group picture of all 20-year members, along with a 20-year jacket.

All employees of the plant will receive a t-shirt commemorating the 20-year anniversary.

Other than meat products, the bone, fat, trimmings and hides are recovered and are used in the making of various foods, pharmaceuticals, cosmetics and clothing.



October Leadership Class *Visits Museums Across the County*

The October Leadership class session continued history education of the area. In September, the Dawson County Historical Museum began their education—and the Pony Express Station and a tour of Gothenburg, the Robert Henri Museum, the 100th Meridian Museum, and the Heartland Military Museum completed their curriculum of history in October. In addition to the touring of the museums, the class was given information on tourism and recreation, how it is funded, and what is available to our residents and visitors in the area of performing arts and entertainment in Cozad, Gothenburg, and Lexington.



Nebraska Competitive Advantage Assessment & Strategy

Over the past year, Jen Wolf was fortunate to be a part of a focus group designed to evaluate Nebraska's competitiveness and to develop strategies for the future. The study was sponsored by the Nebraska Departments of Economic Development and Labor. Nebraska commissioned Batelle, the world's largest, independent research and development organization. Batelle works to advance scientific discovery and application.

The focus of this study was to address the terms of competition of today's global knowledge-based economy. Batelle discovered what differentiates the 21st Century from the past is competition on the basis of technological innovation and talent—and not simply on the basis of lower costs of production for low-end sectors of the economy.

This assessment of Nebraska's competitive advantage focused on key highly inter-related building blocks:

1. the underlying performance of specific industry clusters;
2. and Nebraska's position in innovation and high-growth entrepreneurial development and core competencies for future growth;
3. and the talent position of Nebraska overall and within its leading industry clusters
4. and how to establish more concrete strategies to link talent with the state's overall economic development efforts.

The full report of the Battelle Technology Partnership Practice's Growing Jobs, Industries, and Talent: A Competitive Advantage Assessment and Strategy for the State of Nebraska is

now available at http://www.ned-ed.org/files/DED/Home/Main_Report_NE_CompetitiveAdvantageAssessment_v8a.pdf. This report contains a comprehensive assessment of Nebraska's competitive position to set a baseline and guide Nebraska's future development actions.

The state of Nebraska is currently developing Nebraska's Growth Initiatives Implementation Plan to set in motion the recommendations from the Battelle assessment to improve Nebraska's global competitiveness. Staff from the Nebraska Department of Economic is willing to present a summary of the study to groups wanting to learn about the findings and how the State of Nebraska proposes to implement recommendations.



Economic Gardening: *Success Strategies to Grow the Local Economy*

On November 4th the City of Lexington hosted a web conference from ICMA University about the importance of small businesses on our local economy. Research has shown that relocations of new companies account for only 1% of the job growth in the United States, and new and expanding small businesses account for 99% of all job growth. Currently businesses with 1-9 employees are the only businesses showing any new net job growth in the U.S.

Economic gardening is an economic development model that embraces the fundamental idea that entrepreneurs drive economies. The model seeks to create jobs by supporting existing companies in a community. The concept, pioneered in 1987 in Littleton, Colorado, when the state was in a recession, is an alternative to traditional economic

development practices. It initially was based on research by MIT's David Birch, who suggested that most new jobs in any local economy were produced by the community's small, local businesses

Economic gardening connects entrepreneurs to resources, encouraging the development of essential infrastructure and providing entrepreneurs with needed information. The Littleton economic gardening initiative provides local entrepreneurs with access to competitive intelligence on markets, customers, and competitors that is comparable to the resources customarily only available to large firms. Included in the market information category are database and data mining resources, and geographic information systems.

Ultimately, embracing pro-entrepreneurship policies requires a

different mindset for economic development. The goal should not be to attract a few big employers. Instead, the goal should be to attract a large number of smart people and then to get out of their way.

Dawson Area Development is currently working on improving our strategies to assist small business start-ups and to help existing small businesses to flourish. We are currently partnering with other service providers in the area that work with entrepreneurs so that there will be "no wrong door" when an entrepreneur knocks. We will be keeping everyone informed of new developments to our local economic gardening program.



ABLE Update

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October was a productive month, with time spent preparing for upcoming November events including Connecting the Dots and a High School Entrepreneurial Retreat. More information on these two events will be featured in the November newsletter.

Besides preparing for upcoming events, I presented the Dawson County Careers website to vocational students in Gothenburg and Cozad. I explained the various uses of the site and pointed out the many valuable tools available to the students to use

now and in the future.

At the end of October I was appointed to the Greater Nebraska Workforce Investment Board as a Youth Council representative. As a Youth Council representative, I will be involved in assuring the needs of the Greater Nebraska youth served through the Workforce Investment Act are met.

Anne Anderson and I had the pleasure of speaking about "Community Resources" to Gothenburg teachers that attended the school's October Teacher

Academy. The teachers were great students for the evening and I have received great feedback from them about the ABLE program, plus, activity/project requests.

To wrap up October, I attended the first annual Connecting Young Nebraskans (CYN) Conference in Grand Island. This was a great networking event that sparked some new projects ideas you all will begin to see in 2011.

I hope that this newsletter finds you all well. I wish you and yours a Happy Thanksgiving!

IT PAYS TO BE GREEN

Join EAD Constructors for an Open House to
Demonstrate the Energy Saving Features of The
Jefferson Square Housing Development.

November 22, 2010 from 2 PM to 5 PM.



Visit www.EADConstructors.com for more information.