



February 2008

- Business and Education Summit
- Combating Labor Supply
- EHS and CHS Presenters
- Top 5 NPPD Downloads 2007
- Colorado Biolabs

FEATURE: Colorado Biolabs, Inc. Innovative Solutions for Iron Deficiency Related Health Issues

Colorado Biolabs, Inc. (CBL) manufactures Proferrin®, a unique, natural and efficient iron supplementation product for people suffering from iron deficiency. The Proferrin® brand of heme iron polypeptide (HIP) is found in products sold throughout the United States and Canada. CBL has two proprietary products, Proferrin® ES tablets and Proferrin® Forte tablets, which are sold in the United States, while a slightly different formulation, Proferrin® tablets, are sold only in Canada through CBL's Canadian partner, Medical Futures, Inc. In addition to Proferrin® products, PreferaOB® is a new prenatal vitamin product marketed by Alaven Pharmaceutical LLC, which uses a patent protected iron combination that includes Proferrin® brand HIP. CBL's Proferrin® brand of HIP can also be found in specialized products designed for race horses.

As a result of continuous process improvements and ever expanding markets, CBL has grown from three local employees in 2000 to the current 14 full-time, plus 2 part-time, Cozad area-based employees. Proferrin® has gained acceptance as the only iron supplement that has superior absorption with fewer side effects, and sales growth is accelerating.

Top 5 Downloads - 2007 sites.nppd.com

Below are 2007 download statistics from sites.nppd.com

TREND STUDIES

(averaged 317 downloads each month)

1. Dawson County - 466
2. Valley County - 362
3. Cumming County - 197
4. Fillmore County - 180
5. Sheridan County - 166

FACTS BOOKS

(averaged 847 downloads of full books each month)

1. Columbus - 1,143
2. York - 750
3. Ogallala - 647
4. South Sioux City - 609
5. Auburn - 599

GIS CITY DEMOGRAPHIC SEARCHES

(averaged 1,832 downloads each month)

1. Lexington - 539
2. Norfolk - 455
3. Holdrege - 446
4. Superior - 355
5. Oshkosh - 329

GIS COUNTY DEMOGRAPHIC SEARCHES

(averaged 723 a month)

1. Dawson County - 301
2. Brown County - 293
3. Merrick County - 244
4. Furnas County - 234
5. Cuming County - 233

[click here to finish story.](#)

CBL moved from Aurora, Colorado to Cozad in 2000 in order to be close to Tyson Fresh Meats in Lexington, the source for CBL's starting raw material (bovine red blood cells). Cozad was chosen for the business' location based upon community support offered by the Cozad Development Corporation and Dawson Area Development. After a period of production process development, the first Proferrin® brand iron supplements were offered for sale in 2001. Proferrin® ES and Proferrin® Forte were introduced in 2003 following additional development. In 2005, the company expanded into the woman's healthcare arena and sales began to take off. That same year collaboration between CBL and Alaven Pharmaceutical led to a joint patent application for a unique iron combination. This combination is currently found in Alaven's PreferaOB™ with CBL earning royalties on all sales. In 2007, CBL expanded into a second office location to support its growing sales and marketing efforts.



Stephanie Larson, Quality Assurance-Regulatory Compliance, gives members of the Cozad Chamber Ag Committee a plant tour to better familiarize them with the facility and manufacturing process of Proferrin®



Colorado Biolabs Cozad plant is located at 404 M. Street

Annual sales in 2007 were \$1.1 Million, and will exceed \$1.8 Million in 2008. Management currently projects annual sales in excess of \$10 Million by 2010. The projected growth has resulted in plans for additional expansion and local job growth in 2008.

LINKING BUSINESS AND EDUCATION LEADERS SUMMIT

Target Audience: Business, Education, Government, Economic Development, and Community Leaders

Workforce shortage is one of the most critical issues facing all businesses, both large and small, in the State of Nebraska. Due to the state's aging population, fluctuating unemployment rate, and continuing economic growth, Nebraska's businesses are struggling to hire and retain the skilled workforce they need to prosper.

Columbus is hosting a Leaders Summit regarding workforce issues. We hope this summit will attract attendees from across the area. The target audience is business, education, government, economic development, human resource, and community leaders. The entire agenda and registration information is available on-line at <http://www.cccneb.edu/compfortalent>. The Leaders Summit will be an informative and engaging conference that will encourage partnership development, offer tools to take action, and provide education and knowledge for success.

To register click on the blue advertisement.
For more information you may contact:
Jill Spale
Central Community College
Phone: 402-562-1425
jspale@cccneb.edu

LINKING BUSINESS AND EDUCATION LEADERS SUMMIT

Recruiting for the Future; A Competition for Talent

Tuesday, March 4th, 2008 - Central Community College - Columbus

Registration Deadline: February 28, 2008

Please join us for an engaging Leaders Summit that will encourage the sharing of knowledge, experiences, and provide the tools to take action for future success while developing partnerships between business and education. Together we can meet the economic challenges we face and build a better future for everyone.

Please click on this advertisement or go to: www.cccneb.edu/compfortalent to register for the Leaders Summit and/or answer the following question: What are two ideas that you, your company, or school can do to retain young adults in our communities?

Sponsored by:

Central Community College Columbus - CCC Mechatronics Education Center
Columbus Area Chamber of Commerce - Drive for Five
Nebraska Dept. of Economic Development - Nebraska Department of Labor

The cost to attend \$25.00.

DAD WILL REIMBURSE DAWSON COUNTY RESIDENTS THE COST TO ATTEND IN ADDITION TO MILEAGE.

Contact John Bell 784 3902 for reimbursement details. To register click on this advertisement.

For more information you may contact: Jill Spale:
email: jspale@cccneb.edu or ph: 402 562 1425

COMBATING INADEQUATE LABOR SUPPLY - NORTH PLATTE COMMUNITY COLLEGE

Innovative Strategies for any Business Wishing to Enhance: Recruitment - Retention - Education

St. Francis Medical Center in Grand Island has been recognized nationally for their creative approach to recruit and retain employees, as well as educate on careers in the health care field.

Friday, March 14th Lee Elliot, Vice President of Human Resources, St. Francis Medical Center, will facilitate a hands-on session allowing you to develop and implement a plan for your business. "Lee Elliott is an innovative and energetic speaker. I believe his ideas could be used in many communities and with different issues than just a shortage of health care workers." Denise Johnston-Rauterkus

"This is the type of seminar that both motivates and provides participants with ideas that they can take

back to their business and utilize. I guarantee that you will be glad you took the time to attend." Karin Lange

St. Francis Medical Center is the winner of: Stars of Education Award for developing a medical careers pathway program. 2005 Optimas Award - Partnership

By 2000 staffing at St. Francis went from dreary to dismal. Often the 189 bed nonprofit hospital could not staff all the beds. In response, hospital officials developed an outreach effort to involve nearly all of the 1,200 employees focusing on 1. high school students who want a stable career and 2. adults considering a career change.

To hook high school students early, the hospital hosts

an orientation session twice a year. The event is virtually a whirlwind sample of six hospital departments with attendees spending 10 minutes in each before moving on. St. Francis has also brought health care to the local High School by opening a virtual hospital room with beds, mannequins, X-ray reading equipment, etc. By 2003, the organization was reaping 11.3 applications for every job opening, three times the response rate in 2000.

Friday, March 14th, 2008

North Platte Community College, South Campus
10:00 am to 3:30 pm. Contact John Bell at the DAD office for registration information. DAD WILL REIMBURSE DAWSON COUNTY RESIDENTS THE COST TO ATTEND IN ADDITION TO MILEAGE. 308 784 3902 or jbdad@cozadtel.net



Top 5 Downloads - 2007
sites.nppd.com CONT.

Below are 2007 download statistics from sites.nppd.com

COMMUNITY PROFILES REQUESTED
(averaged 2,489 downloads each month)

1. Norfolk - 1,380
2. Plattsmouth - 1,286
3. Nebraska City - 901
4. Chadron - 864
5. Columbus - 784

STUDIES

1. Industrial Machine Study - 1,449
2. Plastics Study - 1,217
3. Food Study - 805
4. Nebraska Calling Card - 658
5. Fabricated Metal Products - 166

AG REPORTS

1. Nebraska Ag Report (Ag Live) - 432
2. Cuming County Livestock - 412
3. Nuckolls County Livestock - 347
4. Box Butte County Livestock - 343
5. Adams County Livestock - 341

INDUSTRIAL OVERVIEW ISSUES

1. Spring and Summer Issues 2007 - 1,594
2. Spring 2006 - 691
3. Fall 2006 - 504
4. Winter 2003 - 497
5. Winter 2004 - 428

As you can see, Dawson County is well represented in the above search and download frequencies. Thanks for keeping Dawson County communities prospect ready!

Jenny Overhue - Economic Research Specialist
Nebraska Public Power District - jloverh@nppd.com

WANTED

You are Invited!
please plan to attend the

DAWSON COUNTY CAREER EXPO/FAIR



- ★ BUSINESS OWNERS
- ★ BUSINESS MANAGERS
- ★ ENTREPRENEURS
- ★ HUMAN RESOURCES MGRS.
- ★ COMMUNITY COLLEGES
- ★ UNIVERSITIES
- ★ TECH/TRADE SCHOOLS
- ★ JOB SEEKERS
- ★ PARENTS
- ★ STUDENTS
- ★ PROFESSIONALS
- ★ COMMUNITY LEADERS

or someone who is simply interested in developing the future workforce of Dawson County?

WHEN: Tuesday, March 11th 2008 • 10:00am - 2:00pm

WHERE: Dawson County Fairgrounds - Lexington

*coffee, lunch, and refreshments will be provided

Dawson Area Development and the ABLE Program invite you to participate in the 1st Annual Career Expo for high school students from Lexington, Cozad, Gothenburg, Elwood, SEM, Eustis-Farnam, Overton, and other area schools. We hope to introduce a variety of careers to the students by allowing them participate in HANDS-ON activities such as, exploration of equipment, operating computers, and interviewing area employees and employers. Exhibitors are asked to explain skills, training (high school and beyond), wage range, and job satisfaction in their chosen careers and provide the students with a chance to "experience" careers. This is an opportunity for area businesses promote your programs, visit with students about your business and career opportunities, share about your career and responsibilities with the students.

Please contact John Bell at 308.784.3902 or jbdad@cozadtel.net for details.

We look forward to developing a great event for our area students and businesses.



visit: www.dawsoncountycareers.com

for more info call: 308 784 3902

Elwood and Cozad Thanks
Presenters

ABLE would like to thank Gosper County Sheriff Dennis Ocken, Owner of Frontier Home Medical Smoke Cornelius, and Cozad Development Corporation Exec. Dir. Robyn Geiser for their in class presentations in January.



Dennis Ocken shows Mrs. Dean's class his patrol car.



Robyn Geiser and Smoke Cornelius present to Mrs. Widdifield's CHS class on the economy of Cozad.

