

Nebraska Leadership Summit

April 16, 2015

Nebraska Innovation Campus Conference Center
Lincoln, NE



The best way to predict your future is to create it.
~ Abraham Lincoln

co-sponsored by:



Nebraska LEAD Alumni Association



Nebraska Agricultural Leadership Council



INTRODUCTION

All successful businesses, not-for-profit organizations, and governmental entities share one common characteristic: visionary and effective leaders. **For many years, Nebraska LEAD Program, Nebraska Farm Bureau, Nebraska Hospital Association, Nebraska Bankers Association, and Nebraska Chamber of Commerce and Industry have all proactively trained emerging leaders through their respective leadership programs.** Many of these highly motivated leadership alumni have gone on to assume increasingly important leadership roles within their organizations, companies, communities, state and nation!

However, graduates of our state's various "leadership programs" understand that successful leadership is more like a marathon than a 100-meter sprint. Like champion marathon runners, effective leaders need time to rest, recuperate, reconnect with old friends, make new acquaintances and prepare for the journey ahead. The inaugural Nebraska Leadership Summit offers statewide leadership program graduates the opportunity to take a break from their daily routines, learn about trends and topics confronting our state, and connect with other leaders from across Nebraska's diverse landscape and industry base.

As a leadership program alumnus, we encourage you to take part in this opportunity to foster new dialogue, discuss creative solutions and develop relationships geared to making Nebraska an even stronger place for the "NExT Generation!"

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Nebraska Bankers Association's mission is to provide extraordinary service for extraordinary members. Our vision is to be the foremost resource and advocate for Nebraska's banking industry. The association constantly monitors the banking scene, watchful for new ideas and approaches to help Nebraska's financial institutions respond to an ever-changing environment. The NBA strives to respond quickly to events that impact its member institutions. Priorities include legislative representation, education, industry promotion and public relations, cost-saving products and services, and an array of other services designed to meet the needs of Nebraska's banks and savings and loan institutions.

Nebraska Chamber of Commerce & Industry has proudly served as the voice of Nebraska's business community for more than a century. It is the state's only broad-based business association, representing the interests of more than 1,500 businesses of all sizes and sectors - in every county in Nebraska. The State Chamber's Leadership Nebraska mission is to identify, educate, communicate with, inspire and engage Nebraska's current and emerging leaders for the well-being of the state of Nebraska.

Nebraska Hospital Association's mission is to be the unified voice for Nebraska's hospitals and health systems. The NHA will provide collaborative leadership, assisting its members to provide comprehensive care to their patients, improving the health status of the communities they serve.

Nebraska Farm Bureau's mission is Strong Agriculture.....Strong Nebraska. Their vision is to be the trusted voice for Nebraska farm and ranch families.

Nebraska LEAD Program's mission is to prepare and motivate men and women in agriculture for more effective leadership.

Nebraska Lead Alumni's mission is to encourage, facilitate, maintain and promote interaction between and contact among persons who are participating in and who have completed the leadership/education/action development (LEAD) program, support current Nebraska LEAD fellows and Nebraska LEAD Alumni.

AGENDA

Thursday, April 16, 2015

9:30 a.m. **Registration**

10:00 a.m. **Alumni from each program will meet with their respective groups**

11:00 a.m. **Opening Remarks**

Richard Baier, President & CEO - Nebraska Bankers Association

11:15 a.m. **True to Your Core: Common Sense Values for Living Life to Its Fullest**

Jay C. Rifenburg, President, Rifenburg Training & Development - Saratoga Springs, NY

Based on a foundation of core values this exciting program teaches, validates and supports the importance of key principles and skills such as, self-responsibility, organizational accountability, integrity, professionalism, personal respect, forgiveness and attitude as they pertain to one's personal and professional success, and the success of others. Ultimately, this contributes to the productivity of the individual resulting in a higher level of performance, leading to a more balanced and fulfilling career and life.

12:15 p.m. **Lunch**

1:30 p.m. **Concurrent Breakout Sessions (Choose *one* session to attend)**

1

Eight Traits of a Quality Teammate

Kevin Kush, Head Football Coach - Boys Town, NE

In a straightforward, no-excuses style, author and coach Kevin Kush outlines eight traits that can turn any group or organization into a cohesive, high-performing team. Learn how selfless behavior, respect, resiliency, adaptability, feedback, energy, accountability and a "we before me" attitude can lead to greater productivity and success.

2

The Rural Futures Institute at the University of Nebraska: Impacting Hope

Charles P. Schroeder, Executive Director, University of Nebraska Rural Futures Institute - Lincoln, NE

The Rural Futures Institute (RFI) is a university-wide enterprise recently created to mobilize the resources and talents of the University of Nebraska and its partners, including community partners, to create knowledge and action supporting rural people pursuing unique paths to their desired futures. It is envisioned to become an internationally recognized leader in building both the capacity and confidence of rural residents to address their challenges and opportunities. Explore the underlying philosophy of the Institute, its structure, strategy and current initiatives designed to deliver on that vision.

3

Overcoming Communication Barriers

Jay C. Rifenburg, President, Rifenburg Training & Development - Saratoga Springs, NY

Understanding social styles, determining needs and attitudes, how to satisfy style needs, how social styles interact and compete, understanding learning types, developing listening skills, apply relationship setting, turning conflict into opportunity and much more.

2:45 p.m. **Break**

3:00 p.m. **Leadership in Today's Workplace**

Leaders of three Nebraska businesses will share their insight on leadership in today's workplace. It takes more than a title or sign on the door to be an effective leader. What are the traits of an effective leader and what can help you to be successful in your career?

- Steve Martin, President & CEO - Blue Cross & Blue Shield of Nebraska
- Karen Rhoads, CFO - The Buckle, Inc.
- Jeffrey M. Scherer, CFO - Smeal Fire Apparatus Co.

4:00 p.m. **The U.S. Economy in 2015: A Progress Report & Outlook**

Dr. Edmond J. Seifried, Co-Chairman, Seifried & Brew - Bethlehem, PA

Dr. Ed will examine the economic performance of the economy in the first few months of 2015. While the initial result for the first quarter GDP will not be available until late April, there is an abundance of already released economic data, which will allow Dr. Ed to do an economic audit of the economy during the first quarter, and to forecast the likely path of the economy for the remainder of the year.

5:00 p.m. **Networking Reception & Tour of Innovation Campus**

Enjoy socializing, hors d'oeuvres and a tour of the new Nebraska Innovation Campus. Tours should take approximately 30 minutes.

SPEAKER BIOGRAPHIES



Kevin Kush

Kevin Kush has been a teacher and coach for more than 25 years and is widely recognized as an outstanding motivational speaker. In 2005, he was honored as *ABC News* "Person of the Week" for leading his Boys Town High School football team of at-risk youth to an undefeated regular season. Coach Kush presents to many different types of organizations including medical, educational, and corporate agencies. He is the author of three books. Coach Kush's knowledge and keys to motivation are delivered with captivating energy, passion and spirit!



Steve Martin

Steve Martin is president & chief executive officer for Blue Cross and Blue Shield of Nebraska (BCBSNE) and is a member of the board of directors and the company's executive management team. Martin joined BCBSNE in 2002 and currently serves on the board of directors of Blue Cross Blue Shield Association (BCBSA) in Chicago and as a board director on the BCBSA Plan Performance and Financial Standards Committee. Martin also serves as a board director for Prime Therapeutics LLC, Travel and Transport, BCS Financial, Nebraska Health Information Initiative and as a vice chair and board director of the Wellness Councils of America.



Karen Rhoads

Karen B. Rhoads is vice president of finance, chief financial officer, and a director of The Buckle, Inc. in Kearney. Rhoads was elected a Director on April 19, 1991. She worked in the corporate office during college and later worked part-time on the sales floor. Rhoads practiced as a CPA for 6 1/2 years, during which time she began working on tax and accounting matters for the company as a client. She has been employed with The Buckle, Inc. since November 1987. On March 6, 2014, Rhoads was appointed as senior vice president of finance and chief financial officer of the company. She is a graduate of the University of Nebraska – Kearney.



Jay Rifienbary

Internationally renowned corporate speaker, trainer and consultant Jay Rifienbary educates and motivates conference attendees and organizational teams through his world-class, on-site professional core value development training seminars, workshops and keynote speeches. A resident of Saratoga Springs, New York, Rifienbary is President of Rifienbary Training & Development, author of the international best-seller, *No Excuse! – Incorporating Core Values, Accountability and Balance into Your Life and Career*, awarded "Book of the Year" by the North American Book Dealers Exchange. He is author of *"True To Your Core - Common Sense Values for Living Life to Its Fullest"* and his newest release is entitled *Return To Your Core - Principles for a Purposeful and Respected Life*.



Jeffrey M. Scherer

Jeffrey M. Scherer is chief financial officer and shareholder of Smeal Fire Apparatus Co. headquartered in Snyder, Nebraska. Smeal manufactures a full line of fire apparatus used throughout North America. Smeal also operates subsidiaries US Tanker Co. in Delavan, Wisconsin and Ladder Tower Co. in Ephrata, Pennsylvania. Scherer has been with the Smeal Companies since 1992. Prior to that, he spent several years in public accounting. In addition to his position with Smeal, Scherer is also president of Best Point Properties, Inc d.b.a. Horizon Inn & Suites of West Point and president of Scherer Land & Cattle Co., Inc. Outside of the business world, Scherer is involved with many other organizations and charities. He is a graduate of Midland Lutheran College, the inaugural class of Leadership Nebraska and is a member of the Nebraska Society of CPAs.

SPEAKER BIOGRAPHIES



Charles P. "Chuck" Schroeder

Charles P. "Chuck" Schroeder is a native of western Nebraska ranch country who recently was named founding executive director of the Rural Futures Institute at the University of Nebraska. Prior to beginning his new duties on December 1, Schroeder served as president and executive director of the National Cowboy & Western Heritage Museum in Oklahoma City, Oklahoma, where he worked since 2002. Prior to that, he held other leadership positions in the public, private and non-profit sectors, including serving as founding CEO of the National Cattlemen's Beef Association headquartered in Denver, Colorado and Washington, DC. Chuck also served as executive vice president and director of development at the University of Nebraska Foundation and as director of the Nebraska Department of Agriculture.



Dr. Edmond J. Seifried

Over the years, Dr. Ed Seifried has touched the hearts and minds of almost every director and CEO of community banks across the nation. While recognized for his keynote speeches, Dr. Ed is a valued educator for community bank directors, CEOs, senior management and up-and-coming community bankers. Carrying on his tenure as Professor Emeritus of Economics and Business at Lafayette College, Dr. Ed has led the educational programs as Dean for the West Virginia Banking School and the Virginia School of Banking. He has been on the faculty of many banking schools, including Stonier and the Graduate School of Banking at LSU. Having served as a community bank director, Dr. Ed believes that one has to experience the dynamics of being a community bank director to fully understand their needs to create the bank's strategic plan, assess risk, set risk parameters, monitor risk and to be thoroughly educated.

LODGING

A block of rooms has been reserved at Lincoln Hyatt Place, 600 Q Street in Lincoln (Haymarket area) for the evening of April 15, 2015. There are two options for booking your reservation:

Phone Instructions:

- Lincoln Hyatt Place (402) 742-6007
- National Reservation Center (888)-591-1234
- Guests can also call (402) 742-6007 to book a reservation. You must use the code **G-NELS** to receive the group rate.

Online Instructions:

- Go to <http://lincolndowntownhaymarket.place.hyatt.com/lnkzlgnels2015.html> to book rooms at the group rate of \$109 per night plus tax
- Click on Special Rates
- The group discount code **G-NELS** should be in the Corporate or Group Code box
- Click on Check Availability
- The group name will appear
- Select the room type under the block and reserve your room

Guests may only use one discounted rate when booking a room. You can use the group block rate, but not combine that rate with an AAA, AARP or other discount. At times, Hyatt.com may run promotions that offer a lower rate than your group block rate. These promotional rates require an advance payment, are non-refundable and may have other restrictions.

DIRECTIONS

From Omaha:

- Take I-80 W toward Lincoln
- Follow I-80 W to US-6 in Waverly.
- Take exit 409 from I-80 W
- Turn left onto US-6 W
- Turn left onto State Fair Park Drive
- Continue onto Salt Creek Roadway
- Turn right onto N 21st Street
- Arrived at Nebraska Innovation Campus

From Grand Island:

- Take I-80 E toward Lincoln
- Follow I-80 E to W Cornhusker Hwy in Lincoln
- Take exit 399 from I-80 E
- Turn left onto W Cornhusker Hwy
- Continue on W Cornhusker Hwy to State Fair Park Drive
- Turn left onto State Fair Park Drive
- Continue onto Salt Creek Roadway
- Turn right onto N 21st Street
- Arrived at Nebraska Innovation Campus

PARKING

Parking is available at the Nebraska Innovation Campus Conference Center. See the map below for details. There are a number of parking stalls along N. 21st Street and Transformation Drive. The lot does say permit parking, but NIC Conference guests are allowed to park there.



The Nebraska Innovation Campus (NIC) Conference Center is a reconstructed venue in the heart of the newly developed Nebraska Innovation Campus. With design that inspires and features that allow you to effortlessly showcase your ideas, this full-service conference space is idea for a wide variety of gatherings and events. Originally constructed in 1932, renovations to the historic 4-H building artfully coalesce the divide between old and new; celebrating Nebraska’s architectural roots while also providing modern conveniences and state-of-the-art communication technology. Featuring an open-concept design, plenty of natural light, and a mesh of original beams and facades with modern installations, this center is beautiful, as well as convenient.

REGISTRATION FORM

2015 Nebraska Leadership Summit

STEP ONE: Your Information (please print)

Name

Company/Organization Name

Address, City, State, ZIP

Phone

Email

Check One: (You must be an alumni of one of the programs below to attend)

- State Chamber's Leadership Nebraska
- Nebraska LEAD/LEAD Alumni Assoc.
- Nebraska Farm Bureau
- Nebraska Hospital Association
- Nebraska Bankers Association

STEP TWO: Payment Information

Registration fee **\$75**

Pay by Check (Please make check payable to Nebraska Bankers Association)

Pay by Credit Card: Visa MasterCard

Name on Card: _____

Credit Card #: _____

Expiration Date: _____

Signature: _____

STEP THREE: Register

ONLINE: <http://bit.ly/Leadership-Summit>

FAX: Registration Form to (402) 474-2148

EMAIL: nbaeducation@nebankers.org

MAIL: Nebraska Bankers Association
ATTN: Nebraska Leadership Summit Registration
P.O. Box 80008
Lincoln, NE 68501-0008

PHONE: Call the Nebraska Bankers Association
Education Center (402) 474-1555

Registration deadline is April 9, 2015.

Questions? Contact your alumni program representative:

State Chamber's Leadership Nebraska
Roberta Pinkerton, Executive Director
(402) 474-4422 rpinkerton@nechamber.org

Nebraska Hospital Association
Jon Borton, Vice President, Educational Services
(402) 742-8147 jborton@nebraskahospitals.org

Nebraska LEAD/LEAD Alumni Association
Nancy Eberle, Executive Secretary NE LEAD Alumni Assoc.
(402) 736-4691 neberle@mainstaycomm.net

Nebraska Farm Bureau
Adam Peterson, Regional Director
(402) 853-3467 adamp@nefb.org

Nebraska Bankers Association
Ron Arrigo, Senior Vice President
(402) 474-1555 ron.arrigo@nebankers.org

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