## 2011 Great Plains Economic and Business Conference

**Nebraska Public Power District, Norfolk Operations Center**
**Friday, October 28, 2011**

<table>
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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00 a.m.</td>
<td><strong>Registration</strong> – Coffee and Rolls</td>
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<td>8:25 a.m.</td>
<td><strong>Welcome, Room 108</strong>—Ken Lemke, Ph.D., Economist, Nebraska Public Power District</td>
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### Session A

**Student Presentations, Room 108**
(15 minutes allowed for presentations, 5 minutes for questions)

- **8:30 a.m.** “Rural Physician Recruitment and Retention Programs”  
  Mikayla Brune, University of Nebraska at Kearney
- **8:50 a.m.** “Social Media: Why it is a Necessary Component for Empowering Employees in Today’s Business Environment”  
  Nick McCormick, Wayne State College
- **9:10 a.m.** “Using Intrinsic and Extrinsic Motivation with Students”  
  Regan Ruhl, University of Nebraska at Kearney
- **9:30 a.m.** “Nurse Practitioners May be the Solution”  
  Zachary Shultz, University of Nebraska at Kearney
- **9:50 a.m.** “Leaders of a Younger Generation”  
  Kate Stump, University of Nebraska at Kearney

### Session A.1

**Education: The Big Picture, Faculty Presentation, Room 108**

- **10:10 a.m.** “Higher Education: Externalities, Mobility, and Public Funding”  
  Allan Jenkins, University of Nebraska at Kearney

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<td>10:30 a.m.</td>
<td><strong>BREAK</strong></td>
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*Sessions B & C will run concurrently, please choose which faculty presentations you wish to attend.*

### Session B

**Education & Learning, Faculty Presentations, Room 171**
(15 minutes allowed for presentations, 5 minutes for questions)

- **10:40 a.m.** “Student Retention Support Systems: A Case for Managerial Control”  
  August Bruehlman, Chadron State College
- **11:00 a.m.** “A Steep Learning Curve”  
  Michael J. O’Har & Graham Mitenko, University of Nebraska at Omaha
- **11:20 a.m.** “Google Scholar as a Tool in Assessing Faculty Research Productivity and Impact”  
  David K. Palmer, University of Nebraska at Kearney
- **11:40 a.m.** “The 150-Hour Requirement—Past, Present, and Future”  
  Kathleen J. Smith & Bruce Elder, University of Nebraska at Kearney

### Session C

**Energy and Business Issues, Faculty Presentations, Room 108**
(15 minutes allowed for presentations, 5 minutes for questions)

- **10:40 a.m.** “Implications of Increased Ethanol Production on the Variability of Nebraska Commodity Prices: A Preliminary Analysis”  
  Deborah Bridges & Frank Tenkorang, University of Nebr. at Kearney
- **11:00 a.m.** “9/11: How the Last Ten Years of Reactive Legislative Action Have Changed the Business Landscape”  
  Dave Moffett & Ron Konecny, University of Nebraska at Kearney
- **11:20 a.m.** “Wicked Problems, Turbulent Environments, and Uncertainty: A Suggested Solution”  
  John Paxton, Wayne State College
- **11:40 a.m.** “Challenges to the Wind Energy Business Model”  
  Kathryn Zuckweiler & Stephen Stewart, University of Nebraska at Kearney

1:30 p.m.  Panel Discussion, Room 108
Panelists:
Tony Raimondo, Jr., Co-President of International Ag & Diversified Products, Behlen Mfg.
Todd Sneller, Administrator, Nebraska Ethanol Board
Ann Selzer, Program Manager, Nebraska Center for Energy Sciences Research

2:30 p.m.  Break

2:45 p.m.  Tour of Facilities

4:00 p.m.  Business Meeting, Room 108

Adjournment