



## The Leveling Up Stage

For those who are looking to move to that next level in their business, you are making it happen because you have built something successful. A new level for you could be a new way of marketing, new line of business, or it may even be transitioning to new owners or selling the business. Connect to the right resources!

- ◆ Business Intelligence- Ideas, Opportunity, and New Products/Services
- ◆ Networking- Who Needs to Meet You and Who Do You Need to Meet
- ◆ Selling a Business- Creating a Business that Can Thrive Without You
- ◆ Adding a Business- Changing Structures
- ◆ Difficulties and Failures- What to Do If Sales Drop, Ways to Find Business Immediately, Increased Competition
- ◆ Prep for a Disaster- Keep It Simple



## CNEDD

### What is CNEDD?

The Central Nebraska Economic Development District (CNEDD) is a 14-county regional development organization that encourages cooperation between local, state, and regional government officials, community based organizations and the private sector. CNEDD also partners with the Central Nebraska Housing and Economic Developers (CNHED) to deliver housing and business services to the region.

### Central Nebraska Economic Development District

PO Box 201  
Chambers, NE 68725

Chelsea Luthy  
Community Development Specialist  
402-394-1026  
chelsea.luthy@cnedd.org



Central  
Nebraska  
Economic  
Development  
District

Partnering  With



Central Nebraska Housing and Economic Developers

## CNEDD Presents:

You Have Started Your Business...Now What?

## Business Expansion

*We Can Help You!*



Learn More Here: <http://cnedd.org/>

## HIRING

Ready to hire employees for your business? Learn about employment and labor laws to make sure your business is in compliance.

- ◆ Obtain an Employer Identification Number (EIN)
- ◆ Set up Records for Withholding Taxes- Federal Income Tax Withholding, Federal Wage and Tax Statement, State Taxes
- ◆ Employee Eligibility Verification
- ◆ Register with Your State's New Hire Reporting Program
- ◆ Obtain Workers' Compensation Insurance
- ◆ Post Required Notices
- ◆ File Your Taxes
- ◆ Get Organized and Keep Yourself Informed

### Finding Assistance or Business Mentors

- ◆ Government-Sponsored Mentor Organizations- SCORE, Small Business Development Centers, Women's Business Centers, Veteran's Business Outreach Centers, Minority Business Development Agency
- ◆ Trade Associations
- ◆ Mentoring for Government Contractors
- ◆ Look to Your Network- Who do you know?
- ◆ Working with a Mentor



### Top 10 Small Biz Survival Tips

1. Solid Business Plan & Marketing
2. High Production Efficiency
3. Know Your Industry
4. Engage Investors in Your Pitch
5. Timely Distribution
6. Make Financials Available to Investors
7. Continually Innovate
8. NETWORK with Other Successful Owners
9. Hire and Retain Long-term Employees
10. Always Focus on Improvement

### Employer Responsibilities

- ◆ Pre-Employment Background Checks
- ◆ Required Employee Benefits
- ◆ Optional Employee Benefits
- ◆ Writing Effective Job Descriptions
- ◆ Employee Handbook

### LOCAL LOANS

Local business loan programs are available throughout the Central Nebraska region. These revolving loan fund programs have been created through a variety of resources, such as: Local Sales Tax, Community Development Block Grants, and local investment groups. Revolving loan resources enable local communities to provide funds needed to fill financial gaps and aid businesses in expansion and the creation of new job opportunities.

### REGIONAL LOANS

Northeast Nebraska Economic Development District began utilizing Economic Development Administration grant funds and Community Development Block Grant funds to create a business revolving loan program. NENEDD's business revolving loan program assists with business recruitment, retention and expansion.

### STATEWIDE LOANS

Discover business loan programs that are offered throughout the State of Nebraska. These organizations are dedicated to enhancing business opportunities for small business owners like yourself, and improving your community with your successful business.

## LOANS & BUSINESS RESILIENCY

### Prior to an Emergency:

- ◆ Develop a succession plan for owner or CEO
- ◆ Train employees to perform emergency tasks
- ◆ Determine crisis communication plans
- ◆ Alternate means of communication
- ◆ Involve all employees in practice emergency response
- ◆ Realistic exercises for proper reactions in stressful situations
- ◆ Form partnerships with local firefighters, police, & EMT's
- ◆ Evaluate performance for constant improvement

### Business Continuity Planning:

- ◆ Make emergency contact list of key internal personnel, their positions, and job functions
- ◆ Identify any staff that can telecommute
- ◆ Document external contacts- include a company description and contact information
- ◆ Maintain equipment inventory
- ◆ Critical documents: legal papers, human resources documents, building lease papers, tax returns
- ◆ Identify contingency options for equipment/location
- ◆ Step-by-step instructions on what to do and who should do it
- ◆ Put together a reference document with multiple copies
- ◆ Test the Plan
- ◆ Review, revise, and never let it get out of date

