

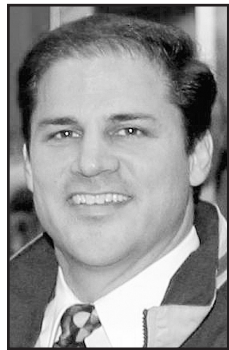
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Qwest Center provides space for Omaha Products Show Summit

by Erin Mockler

Since 1965, the Omaha Products Show organized by Mid-America Expositions has showcased biennially what the city has to offer in business and commerce, providing



Mancuso



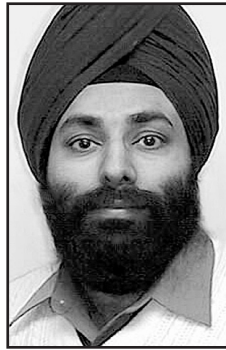
Piper



Vickery



G. Khurana



R. Khurana

an opportunity for firms to keep abreast of changes in the industry.

This year, with the venue changed to the Qwest Center Omaha, exhibitors will have more room for booths, and Mid-America Expositions has added the Omaha Products Show Summit, a series of presentations by business experts on pertinent topics.

"This year we have the space to have the education sessions because the Qwest Center has rooms in which we can hold breakout meetings," said Mike Mancuso, vice president of Mid-America Expositions. "There was never the room to do that at the Civic Auditorium, so this is an exciting change."

Ben Vickery, senior analyst with the National Institute of Standards and Technology Manufacturing Extension Partnership, will present "What Fuels China's Economy," a look at the state of manufacturing in the People's Republic of China.

"The topic is a look at the factors that have fueled China's economic growth and the role that manufacturing has played in that," Vickery said. "In addition, I touch on some strategies that U.S. manufacturing firms might employ to address the global challenge in the industry."

"It's really a case of how China has impacted U.S. manufacturing and some ways that U.S. manufacturers can respond. Some of those responses may include outsourcing subcomponents to other nations, but others may be undertaking customer evaluation and market analysis to enhance products and strategies."

Vickery, whose office is based in Gaithersburg, Md., said the information is geared toward smaller manufacturers.

"The target audience is small manufacturers as well as other firms that have been or will be impacted by outsourcing and global manufacturing," he said. "This is a presentation to make them aware of some of the issues facing them."

Some of the issues Vickery will discuss include foreign direct investment, international trade policy, labor supply, currency policy, market promise, exports, education and recruitment, formal and informal intellectual property policy and a transition from low- to high-tech production.

"We're in a rapidly changing global environment, so many smaller manufacturers have been impacted by competition from China and other nations," Vickery said. "We want to figure out how U.S. manufacturers can succeed in the global marketplace."

The U.S. Small Business Administration and the Service Corps of Retired Executives will share

booth space at the show, providing a chance for attendees to direct queries to business experts. The SBA has been given the opportunity to present a series of sessions.

"SBA has not had the opportunity to present

workshops and enter into the discussions at the Omaha Products Show in the past, but we know that many of our small business clients who traditionally are interested in our lending programs will attend the function," said Kathleen Piper, deputy district director of the SBA.

Piper will make presentations on using the government to expand a business. The first, "Your New Customer — the Federal Government," will focus on expanding business through government contracts.

"We think of it as a forgotten piece of the marketplace," Piper said. "The federal government is the largest consumer of goods and services in the world, spending about \$250 billion per year."

"Nearly every product and service imaginable is needed somewhere in the federal government. It's definitely a potential market for businesses."

The other discussion, "Save Money — Save

Time," a two-part session on using government resources to save money and time, will cover financing options for businesses and how to use the Internet to get government information.

The first part of the hour-long session will deal with the SBA 504 loan program in which experts will provide information on long-term, fixed-rate financing with limited equity requirements. The second half of the session will discuss using government publications, forms, statistics and data on the Internet to help plan and grow a business.

Piper said the expansion the new venue provides and the reputation the event has generated should combine to increase the show's popularity in the future.

"It's a huge show, and the Qwest Center provides separate space for Mid-America Expositions to put on workshops," Piper said. "The facility is a great place to expand."

Omaha-based Internet consulting company Cyzap Inc. will send its president, Gunnit Khurana, and vice president, Raman Khurana, to make presentations on Web marketing and Internet security.

Gunnit Khurana will discuss "Latest Developments on Internet and Web Marketing."

"The presentation will highlight how traditional businesses are now utilizing the Web and Internet in creative ways for marketing purposes," he said. "I'll bring out ideas and case studies of successes and failures of what did and

did not work. The goal is to educate people on what's happening and what will happen in the future of Internet technology."

The presentation will deal with the latest issues facing businesses using the Internet for marketing purposes.

"We'll include profiling customers to target them with the right information and let them interact and provide feedback," Gunnit Khurana said. "A Web site is no longer merely an electronic brochure but a productive heart of a marketing strategy."

"We also will discuss the new rules preventing spam and what options businesses have to utilize e-mail without appearing to spam their customers or prospects." Raman Khurana, who is a Cisco certified security professional, will outline worm, virus and spam attacks and measures businesses can take to protect their information.

"The threats have increased recently," he said. "I will talk about the best practices business owners can take to secure information."

"The program is geared to any businessperson, whether a business owner or an employee."

Marty Kostecki with the Nebraska Business Development Center will conduct a session on lean manufacturing, a business philosophy geared toward reducing waste and saving money for the company.

Mancuso said the move to the Qwest Center has generated excitement among presenters and exhibitors as well as the Mid-America Expositions team.

"Omaha has a strong industrial market, and the Omaha Products Show really showcases that," he said. "We have small businesses to large corporations. Business is always changing, and they need to stay abreast of what's going on. This is an exciting way to do that."

OMAHA PRODUCTS SHOW SUMMIT

WEDNESDAY, OCTOBER 22

1:00 PM — "What Fuels China's Economy" — Presented by Ben Vickery, senior analyst of the National Institute of Standards & Technology-Futures Group. When the future of manufacturing in the U.S. is considered, the current and future states of manufacturing in the People's Republic of China merit consideration as well. While the growth of China's economy opens new markets for U.S.-manufactured goods, it also poses new challenges to U.S. manufacturing. Therefore, it is useful to understand the factors that drive China's economic growth, including: foreign direct investment, international trade policy, labor supply, currency policy, market promise and exports, education and recruitment, formal and informal intellectual property policy and a transition from low to high tech production.

2:00 PM — Expand your Business Universe — Your New Customer- the Federal Government — Defining the Federal Marketplace and your place in it. The U. S. Government is the world's largest purchaser of goods and services — over \$250 billion a year! Is this market for you? Join us for an informative session on expanding your business universe by making the federal government your partner. It is easier than you think to sell to this giant customer and it doesn't matter whether you are a one-person business or larger.

3:00 PM — "Latest Developments on In-

ternet and Web Marketing" — Discussion on how the Internet is currently being integrated with traditional Marketing methodologies with focus on real world case studies that have had success or failure. Presented by Gunnit Khurana of Cyzap Inc.

4:00 PM — Expand your Business Universe — Save money — Save time! Two-part, fast paced session designed to save you time and save you money while expanding your universe.

(Part 1) Expand your financing options with the SBA "504" Loan Program. Loan marketing experts will share valuable information on popular financing programs used by hundreds of Midwest companies to expand their businesses. If you want to learn about long-term, fixed rate financing with limited equity requirements, this is the workshop for you.

(Part 2) Time Saving Tips: Government Info on the Web Expand your knowledge...Key information on your federal government is a keystroke away; from government publications, forms, and statistics to data to help you plan and grow your business. Attend this session and

receive a concise hand-out of useful government sites.

6:00 PM — "Introduction to LEAN" — Presented By Martin Kostecki of the Manufacturing Extension Partnership-Nebraska Dept. of Economic Development — A new business plan that every organization can learn and discover ideas to reduce waste and save your company money.

THURSDAY, OCTOBER 23

11:00 AM — "What Fuels China's Economy" — Presented by Ben Vickery, Senior Analyst of the National Institute of Standards & Technology-Futures Group.

2:00 PM — Expand your Business Universe — Save money — Save time! Two-part, fast paced session designed to save you time and save you money while expanding your universe

3:00 PM — "The Internet Bugs" Discussion of recent worm, virus and spam attacks and other Internet threats as well as the best practices and solutions that you can do to protect yourself and your company information. Presented by Raman Khurana of Cyzap Inc.

4:00 PM — Expand your Business Universe — Your New Customer- the Federal Government — Defining the Federal Marketplace and your place in it...

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