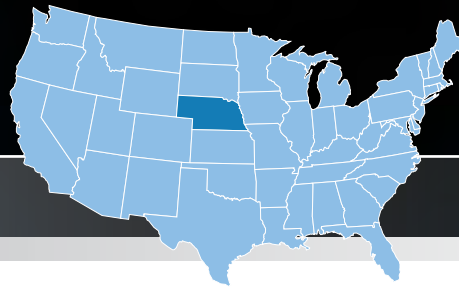


# Nebraska Overview

## Economic Development



Economic News from  
Nebraska Public Power District

Fall 2016

## “Good Life, Great Opportunity”

A brand is a promise. Nebraska has had a number of slogans and taglines over the years, such as “Nebraska...the good life,” which has remained near and dear to the hearts of Nebraskans. The Nebraska Department of Economic Development and Governor Pete Ricketts announced that the State of Nebraska would be bringing back this beloved tagline. In July, it was announced the new state brand is, “**Good Life, Great Opportunity.**”

Governor Ricketts said, “**A key part of running an organization like a business means building a trusted brand across the entire enterprise that makes a positive impression on the customers you work to serve as well as the businesses and investors you are working to recruit.**”

“**In the process of developing a new state brand in the last year, we heard everywhere that more than ever Nebraskans see our state as the Good Life,**” said Ricketts. “**Growing the Good Life in Nebraska is the mission of my administration.**”



Governor Pete Ricketts takes a selfie along with Dave Snitily, President of Firespring and Courtney Dentlinger, Director of Nebraska Economic Development at the unveiling of the new Nebraska brand.

With the introduction of “Good Life, Great...,” the State of Nebraska has also developed a brand that provides flexibility for each state agency to choose their own “great” and tailor it to their specific mission. For example, the Department of Roads has chosen “Good Life, Great Journey” and the Department of Labor has picked “Good Life, Great Connections” as their new brand.

For a closer look into what’s behind Nebraska’s new brand, view: [GoodLifeGreatOpportunity.com](http://GoodLifeGreatOpportunity.com).

## California and Nebraska Companies Partner TAKING BIOBASED CHEMICALS TO SCALE



Greenyug, LLC, based in Santa Barbara, California, announced in June that they will be building an industrial-scale ethyl acetate manufacturing facility adjacent to Archer Daniels Midland (ADM) Company’s wet mill corn processing facilities in Columbus, Nebraska. Greenyug has formed a subsidiary, Prairie Catalytic that will own and operate the facility.

ADM’s corn wet mill in Columbus will supply the project with ethanol feedstock and other services. The process will take 20 million gallons of the 400 million gallons of ethanol produced annually. The ethanol will be processed into 15 million gallons of ethyl acetate creating an annual revenue stream of \$59 million.

Ethyl acetate is a specialty solvent used extensively in products such as paints, coatings, pharmaceuticals, adhesives, and a variety of consumer goods.

“**This shows a valuable partnership between ADM and Greenyug,**” said David Bell, Vice President of Development/Marketing, Loup Power District. “**We welcome Greenyug to the community. The jobs will be highly paid and add to the overall industrial mix in Columbus.**”

Construction of the facility is expected to start in late 2016 with production set to begin about a year later.

The new facility will be served by Loup Power District, a wholesale customer of Nebraska Public Power District.

# American Agricultural Laboratory, Inc. Expands



American Agricultural Laboratory, Inc., an independent commercial laboratory specializing in the analysis of soil, plant, petiole, feed, fat, water, fertilizer, manure, sludge, compost, seed, and wastewater, celebrated a ribbon cutting ceremony in McCook, Nebraska, this past June. Lt. Governor Mike Foley joined business owners Kevin and Christine Grooms, and officials with the City of McCook and State of Nebraska to celebrate the newly expanded business.

The Nebraska Department of Economic Development approved \$297,000 Site and Building Development Fund money for building renovations. Owners Kevin and Christine Grooms said, **“We were happy we received the necessary financial assistance to stay here in Nebraska. The services our lab and staff provide help ag professionals continue to meet the challenges of feeding the world’s ever-growing population.”**

**“Businesses, such as American Agricultural Laboratory, truly make up the backbone of Nebraska and the nation, providing competitive-wage jobs for rural residents who otherwise might have to drive long distances to find employment,”** said Lt. Governor Foley. **“We are grateful to people such as the Grooms who are willing to help sustain and grow our smaller communities with much needed investment and jobs.”**

**“The McCook Economic Development Corporation played a key part in the project from the earliest planning stages, helping to connect the Grooms with potential sites and resources. We worked with them when they originally purchased the business,”** said Rex Nelson, former Executive Director of McCook Economic Development Corporation. **“The level of professionalism they demonstrated gave us confidence that this was a business that merited extra effort and investment.”**

**“American Agricultural Laboratory is not just a local success story occurring in southwest Nebraska as much as it is an American Success Story,”** said Kirk Dixon, Executive Director of McCook Economic Development Corporation. **“From an entrepreneurial start-up vision which filled an important ag need, to the expanding enterprise and global customer base American Agricultural Laboratory serves today, Kevin and Christine are an example of the success which follows perseverance, a commitment to quality and customer service, while leveraging team resources available around you.”**

The expansion allowed for the addition of five new full-time positions. The company now has 17 full-time employees and six seasonal, part-time professionals.

American Agricultural Laboratory is served electrically by Nebraska Public Power District.

# MetalQuest Unlimited, Inc. Receives Grant



MetalQuest of Hebron, Nebraska, is a 2016 grant recipient for the Nebraska Developing Youth Talent Initiative (DYTI), a program that connects young Nebraskans to careers in the manufacturing and technology sectors.

DYTI was proposed by the Governor in January 2015 and approved by the Legislature to foster partnerships between private industry and public schools that promote engagement in hands-on career exploration and relevant workplace learning for students in 7th and 8th grades.

**“MetalQuest is thrilled to be the recipient of a Nebraska Developing Youth Talent grant,”** said Scott Volk, Vice President of MetalQuest. **“This grant will have a direct impact, exposing area students to exciting and challenging manufacturing careers.”**

**“As the state’s second largest industry, we have an opportunity, not only to fill the workforce needs of our manufacturers, but to help them continue creating good-paying jobs and to connect them with quality, highly-skilled employees,”** said Nebraska Department of Economic Development (DED) Director Courtney Dentlinger. **“This program is helping us increase awareness among our younger students about the many excellent careers that exist for them.”**

Through this initiative, DED is providing up to \$125,000 financial assistance to MetalQuest.



[www.fabtechexpo.com](http://www.fabtechexpo.com)

Nebraska Public Power District, in partnership with the Lincoln Area Partnership for Economic Development, will be hosting a booth at the FABTECH expo in Las Vegas, November 16–18.

More than 28,000 attendees and 1,300+ exhibiting companies are anticipated to gather once again celebrating metal manufacturing at its best. FABTECH provides a convenient venue where you can meet with world-class suppliers, see the latest industry products and developments, and find the tools to improve productivity, increase profits, and discover new solutions to all of your metal forming, fabricating, welding, and finishing needs.

If you would like to visit with a Nebraska representative while attending the trade show, please contact Economic Development Specialist Nicole Sedlacek, Nebraska Public Power District, at (402) 336-5332 or email her at [njsedla@nppd.com](mailto:njsedla@nppd.com) to set up an appointment.

Visit with Nebraska representatives at **Booth C22052** and see what Nebraska has to offer!

# NPPD Helps Nebraska Manufacturers Grow with Industrial Process Incentives

In an industrial plant, energy efficiency improvement projects are often unique and do not fit a prescriptive program. Each manufacturing plant has certain characteristics that can require an individual approach to projects. For this reason, Nebraska Public Power District (NPPD) developed the Industrial Process Incentive to assist in improving the energy efficiency of manufacturing plants.

The Industrial Process Incentive Program is all about doing more while using less. And helping customers find ways to use energy wisely is a key component of NPPD's business strategy.

All projects must be preapproved. Examples of possible industrial energy efficiency projects include: variable frequency drives for injection molding; compressed air efficiency improvements; more efficient curing; ammonia refrigeration improvements; and improved process chiller operation. Also included are projects that improve production without increasing energy consumption.

Open Range Beef, located in Gordon, Nebraska, is one of those customers who have been able to take advantage of this program. NPPD's Scottsbluff Account Manager Terry Rajewich presented a check for \$10,802 to Open Range Beef co-owner Jill Noetzelman, recognizing the company's newly installed compressed air system used for operations. With the new system, NPPD estimates Open Range Beef will reduce annual compressed air system electrical use by 154,313 kilowatt-hours.

**"In addition to helping customers save money and this being the right thing to do, energy efficiency and conservation is an important aspect of NPPD's business,"** said Rajewich. **"NPPD is pleased to partner with Open Range Beef on this energy efficiency initiative, and we're very excited at the success they've achieved in reducing energy usage, now, and in the future. We hope this success will motivate other customers to follow the same path."**



Left to right: Trent Kling, Open Range Beef; Jana Kiever, Open Range Beef; Terry Rajewich, Nebraska Public Power District; Jill Noetzelman, Open Range Beef-Owner; and Pat Shudak, Open Range Beef-Owner.

Over the past several years numerous industries such as ADM, Becton-Dickinson, Medtronic, Orthman, Eaton, and York Cold Storage have utilized the Industrial Process Incentive program. NPPD Energy Efficiency Consultant Kenneth Young who manages the program commented, **"The Industrial Process Incentive program is a viable tool for assisting in the implementation of industrial process improvements leading to enhanced production efficiency. This program is just one way that NPPD assists in maintaining industrial competitiveness for Nebraska industries in the global marketplace."**

For more information on this program and other energy efficiency opportunities and details, visit: [www.nppd.com/save-energy/for-your-business](http://www.nppd.com/save-energy/for-your-business).

## \$6 Million Turkey Hatchery Planned for Beatrice

Hybrid Turkeys, a Canadian company, is building a \$6-million state-of-the-art parent stock hatchery in Beatrice, Nebraska.

Walker Zulkoski, Executive Director of NGage, said Beatrice was one of five communities in three states considered, and this will be the company's first Nebraska location.

Hybrid Turkeys expect to have the operation up and running by July 2017. The hatchery will be approximately 30,000 square feet and will have 25 full-time employees.

The company will be served by the Beatrice Board of Public Works, a wholesale power customer of Nebraska Public Power District.

## JUST A REMINDER...

This issue marks the last "printed" edition of the Nebraska Economic Development Overview. In 2017 it will be available in electronic format only.

In hopes of accumulating as many emails as possible, we are offering a give away! For those who have already responded and those of you who will send me your email by October 31, a random drawing will be held. The winner will receive a Roadside Emergency Kit valued at approximately \$50. And for those of you who already receive the Overview electronically, we're including you in a separate drawing. That winner will also receive a Roadside Emergency Kit.

Great things are happening in Nebraska, so don't delay. Please send your contact information including email to: [jmbarte@nppd.com](mailto:jmbarte@nppd.com) with a subject line: Overview.

I look forward to hearing from you soon.

Jeanne Bartels, Editor

# New Economic Developers Across Nebraska

Cass County Economic Development Council (Plattsmouth)  
Trista Farrens, Executive Director  
tfarrens@SelectGreaterOmaha.com or (402) 978-7909

Cuming County Economic Development (West Point)  
Kelly Gentrup, Executive Director  
kelly@cumingcountyed.com or (402) 372-6001

Custer County Economic Development (Broken Bow)  
Deb McCaslin, Executive Director  
custerdevelopment@gmail.com or (308) 870-5012

Keith County Area Development (Ogallala)  
Mary Wilson, Executive Director  
mary.wilson@kcad.org or (308) 284-6623

Knox County Development Agency (Center)  
Megan Hanefeldt, Economic Development Director  
knoxcodevelopment@gpcom.net or (402) 288-5619

McCook Economic Development Corporation  
Kirk Dixon, Executive Director  
kirk@mccookne.org or (308) 345-1200

NGage (Gage Area Growth Enterprise) (Beatrice)  
Walker Zulkoski, Executive Director  
walkerz@ngagegroup.org or (402) 228-5869

Norfolk Area Economic Development Council  
Andrew Colvin, Economic Development Director  
acolvin@ci.norfolk.ne.us or (402) 844-2262

Phelps County Development Corporation (Holdrege)  
Ron Tillery, Executive Director  
ron@phelpscountyne.com or (308) 995-4148

Twin Cities Development (Scottsbluff)  
Sean Overeynder, Community Development Director  
twincities@tcdne.org or (308) 632-2833

Note: The new economic developers listed above are located across Nebraska Public Power District's service territory. This list may not be all inclusive.



**Nebraska Public Power District**  
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