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FOR IMMEDIATE RELEASE

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Young, innovative minds highlight Heartland Student Entrepreneurship Conference

OMAHA, Neb. — The fourth annual Heartland Student Entrepreneurship Conference will take place Friday, April 24, 9 a.m.–2:30 p.m. at Metropolitan Community College's Fort Omaha Campus, 30th and Fort streets. More than 200 middle school, high school and college students will be present to get a taste of entrepreneurial spirit at the event hosted by MCC.

Attendees will have the opportunity to partake in workshops and competitions while listening to national and local success stories throughout the day. The competitions include an essay contest that summarizes the student's innovative ideas, as well as an elevator pitch portion where participants will have two minutes to present their ideas to a panel of judges.

Giving the conference attendees insight are Jill Thayer Liliedahl, CEO of SitStay.com, an e-commerce pet supply company that started in 1995; David Arnold, managing director of Straight Shot, a local organization that helps entrepreneurs reach their goals; Kate Walz, president and designer at Kate Walz Designs, a clothing line company; and Buf Reynolds, designer at Buf Reynolds Designs, a clothing line company that specializes in casual to formal wear.

The conference will also include local food truck companies Island Seasons Mobile Kitchen and Catering, a small start-up business that got their start at MCC, and Localmotive Food truck, whose owners are entrepreneurs themselves.

For more information, visit mccneb.edu/entr/conference.asp.

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Metropolitan Community College, accredited by the Higher Learning Commission, is a comprehensive, public community college that offers affordable, quality education to all residents of Dodge, Douglas, Sarpy and Washington counties. Founded in 1974, MCC has the largest enrollment out of six community colleges in Nebraska and is the second largest postsecondary institution in the state. MCC serves more than 40,000 unique credit and noncredit students.