

WORLD OF WORK

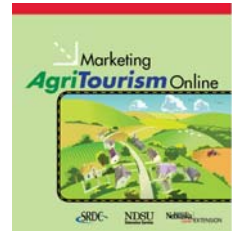
Website to Visit:
<http://www.nebraskaentrepreneur.com/>

Online Educational Opportunities

Marketing AgriTourism Online

A self-paced online educational resource for agritourism businesses to better meet the needs of tourists who are seeking a tourism experience.

Rural-based agriculture is perfectly placed to fulfill these wants. While those closer to an urban center and large populations allows for convenient and easy day trips, there are lots of examples of successful agritourism businesses being developed anywhere. With effective online marketing, there are no boundaries in being found or not having the perfect platform to tell their story. For more information go to <http://eship.unl.edu/agritourism>



Direct Marketing of Food Specialty Products



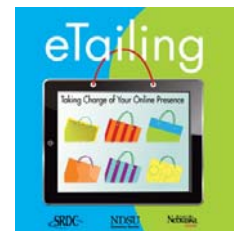
A self-paced online education resource for businesses that sell food products direct and online. Learn strategies to help you capture markets and increase your sales through technology.

This online curriculum is for you! As it is designed to help you make wise decisions about your online marketing strategy! To get started go to <http://eship.unl.edu/directmarketingfood>

eTailing - Taking Charge of Your Online Presence

This self-paced education resource will help small niche-market businesses expand their market reach through identification of target audience, enhance web presence and effective e-commerce operations.

eTailing is effective in helping small niche-market businesses reach an audience that was once difficult to find or only gathered on rare occasions. Through eTailing - Taking Charge of Your Online Presence, small business owners can expand their geographical reach. Today, the marketplace for any business can be global in scope.



The way in which you build an online presence can vary, but you need to understand that it starts with a website and builds from there. Get started today! Visit <http://eship.unl.edu/etailing>

Security Squad Online

This video series and workbook enhances a business owners understanding of the importance of and steps needed to improve the safety of their electronic equipment and data.

The Security Squad's Video Series will show you how to keep your equipment and information safe. As a business owner, there are numerous actions that will help you minimize or eliminate equipment, data and identify theft that threatens you and your customers. The Security Squad's Video Series will provide you with general equipment and data safety information. The Security Squad Supplemental Planning Workbook provides the action tools to help you develop and implement a security plan for your own business. Once completed, you will have a security plan document that can be shared with employees for buy-in and implementation.

To download the entire Security Squad Workbook as either a stand alone tutorial and/or use the workbook with the videos to help guide you through the different sections of the Security Squad action plan visit <http://eship.unl.edu/securitysquad>.