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NEWS IN OUR REGION



Two Great Opportunities...



[Southwest Nebraska Rural Symposium](#)

October 7, 2015

9:00 am - 2:30 pm Central Time

McCook Community College

Come learn about hot topics facing our rural communities. This one day symposium will feature experts from across the state.



[Rural Futures Conference](#)

October 21-23, 2015

Lincoln or Curtis, Nebraska

Attend the conference and connect with a powerful network of catalysts to discover and learn how to build hope and invigorate rural places.



The Importance of Break Even

Quick story for you...

You own a retail store. You have the opportunity to do some side craft shows that may bring more customers in your doors. You decide to do one and make \$20,000. Wow! Great opportunity right? That \$20K helped your bottom line for sure as things were a bit tight this month. Here's the question though, how much did it cost you to do the show in the first place?

As a business, you need to know where your Break Even lies. When you add an extra venue like this, you need to figure the break even cost of the venue as well. While the extra cash may seem like an added bonus, if you aren't doing better than break even, you may want to rethink your time and now that I mentioned time, did you remember how much yours is worth and add that into the calculations?

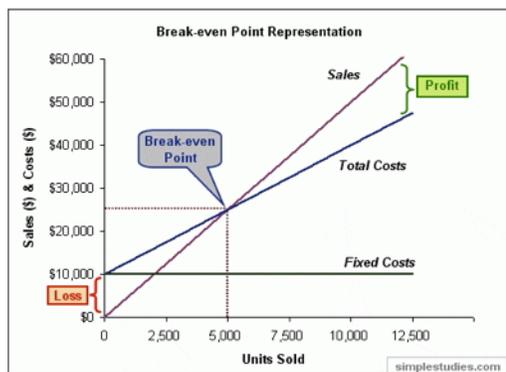


Image credit: SimpleStudies.com

Meet the Clerk



In the upcoming issues, we would like to feature a behind-the-scenes look highlighting the hard work of the clerks in our 18 county region.

Clerks will be randomly selected to spotlight their contributions to projects that have made an impact in your community.

Do you have something that may benefit the region and is a good fit for our newsletter?

Contact Kathy: kbourque@west-central-nebraska.com