client spotlight

DawsonHome

Located in Cozad, NE DawsonHome officially launched on October 1, 2016. Owner Tom Gosinski started by renting a downtown location selling semi-custom furniture and décor. With a successful first year of business and an adjoining space becoming vacant, Tom decided to purchase the entire space and expand his business. When Tom was ready to go from a renter to an owner, NEF was there to help. In conjunction with traditional bank financing, we were able to provide the gap financing he needed. This allowed Tom to make the down payment and stock his inventory.

With continual sales growth, Tom hasn't looked back. In a space now nearly doubled in size, DawsonHome displays a variety of brands including Bassett, Uttermost, Klaussner and more. In June of 2019, DawsonHome also became a registered Benjamin Moore Paints dealer.

If you are in the market for an area rug, bedding, curtains or simply a unique décor piece for your home, DawsonHome is a great place to start. Visit them on Facebook at:

Joseph Hodges
Nancy Williams
Mary Wilson
Michael Storey

facebook.com/DawsonHome-667238716763820

Tom’s cover photo credit “Surreal Media Lab”

Tom Gosinski

Nicole Louis
The past year has been an opportunity for the Nebraska Enterprise Fund to celebrate its 25th Anniversary across the state. We appreciate the opportunity to participate with the Nebraska Banker’s Association during their fall regional conferences as well as holding distinct events in North Platte, Kearney, Lincoln, Norfolk, Oakland, and the highlight event in Omaha. It was a great opportunity to reconnect with key stakeholders, banks, and the communities that NEF serves. A deep appreciation goes out to all that have joined us during the first twenty-five years, and we look forward to expanding our impact for the next twenty-five and beyond.

During the year, we focused on three key areas to support the small and micro-businesses of Nebraska. Our revolving loan fund continues to provide key financing to businesses that are not yet fully bankable. NEF placed $2.96 million via 74 loans during the year. The funded businesses impacted 298 jobs as existing positions were strengthened and new jobs were created. Additionally, NEF has begun to see more of its clients graduate into the banking sector.

In addition to lending, NEF has increased its efforts in bringing key support to clients throughout Nebraska. 1,349 participants attending NEF training ranging from business ideation, to business planning and marketing, to in-depth topics such as QuickBooks. These training sessions are an opportunity for clients to access resources that support their business growth.

NEF has also increased its coaching and one-to-one support and had 2,351 individual sessions with clients and potential clients. This resource is key in supporting business owners with key topics and individualized support.

Overall, NEF had a successful year because of the strong support of our stakeholders, contributors, board, staff, and those that went before. We honor our past, celebrate our successes to date, and embrace our future during our 25th year.

JIM REIFF
Executive Director
jimr@nebbiz.org
Looking Forward

Nebraska Enterprise Fund staff, board and partners all across Nebraska celebrated our 25th Anniversary in five cities across the state. We have grown by every measure and our collective efforts are worthy of celebration.

Looking forward in this next decade we are refreshing our strategic plan, utilizing a facilitator that has worked with many Community Development Finance Institutions (CDFI) like ours, to maximize the impact of our work and the markets we serve.

2020 will see even stronger lending outreach, increasing business coaching and training outreach. Entrepreneurs in our market often have the product and service ideas along with a passion to own their own firm, but lack some of the business basics needed to be successful. NEF can have a meaningful impact for these new business owners.

A new position funded by a generous grant from Well’s Fargo Diverse Community Capital program has added a Business Analyst/Underwriting expert that will help both internally on the lending side as well as adding the capacity to work with clients on their financial analysis topics.

NEF is also planning to expand into western Iowa as we explore ways to increase our footprint and bring greater number of services to Target Market.

On behalf of the board of directors and advisory board, I offer our thanks to Jim Reiff and all our staff. NEF makes an impact in Nebraska (and soon in western Iowa).

DAN MAUK (as of 6.30.19)
Board Chairman
dan.mauk.ne@gmail.com

Our Partners
CC-MTDP
GROW Nebraska
HEDC
HCCCC
MLCDC
NED, Inc.
NetForce
NENEDD
OSBN
REAP/ Rural Investment Corporation
Greater Omaha Chamber’s REACH program

Our Funders (as of 6.30.19)
Bank of the West
CDFI Fund
The Domestic and Foreign Missionary Society
First National Bank Omaha
Great Western Bank
Mutual of Omaha Bank
Nebraska Department of Economic Development
Omaha Community Foundation
Opportunity Finance Network
Peter Kiewit Foundation
Sherwood Foundation
Small Business Administration
US Bank
US Department of Agriculture
Wells Fargo Bank

Nicole Louis

Investing in the individual is a great way to sum up the relationship we have with Nicole.

Nicole is a speaker and author with a voice as unique as her story. She released her book, A Girl’s Secrets, in August of this past year and was challenged with the costs of printing and marketing. NEF was able to provide her not only the assistance in getting financing, but also guiding her strategy and helping to sharpen her vision.

She spends a lot of her time networking and promoting her book. She does workshops, gives presentations, sets up booths for vending and has a lot of one-on-one conversations which are where she has sold the majority of her books.

Nicole’s book is available at Amazon which is a great place to buy however purchasing a book directly from the author is always a great option.

amazon.com/Girls-Secrets-Making-Female-Addict/dp/0998568694
**DawsonHome**

Located in Cozad, NE DawsonHome officially launched on October 1, 2016. Owner Tom Gosinski started by renting a downtown location selling semi-custom furniture and décor. With a successful first year of business and an adjoining space becoming vacant Tom decided to purchase the entire space and expand his business.

When Tom was ready to go from a renter to an owner, NEF was there to help. In conjunction with traditional bank financing, we were able to provide the gap financing he needed. This allowed Tom to make the down payment and stock his inventory.

With continual sales growth, Tom hasn’t looked back. In a space now nearly doubled in size, DawsonHome displays a variety of brands including Bassett, Uttermost, Klaussner and more. In June of 2019, DawsonHome also became a registered Benjamin Moore Paints dealer.

If you are in the market for an area rug, bedding, curtains or simply a unique décor piece for your home, DawsonHome is a great place to start. Visit them on Facebook at:

facebook.com/DawsonHome-667238716763820

---

**Our Board**

Dan Mauk  
CHAIR

Andrew Williams  
CHAIR EMERITUS

Kendall Scheer  
VICE CHAIR

Julene Schoen  
SECRETARY/TREASURER

Joseph Hodges  

Nancy Williams  

Mary Wilson  

Michael Storey

---

**NEF Staff**

Juan Sandoval  

Leo Martinez  

April Myers  

BC Clark  

Jamel Hamilton  

Jane Olson  

Jim Reiff  

Terry Dunbar

---

**Omaha**

1516 Cuming Street | Omaha, NE 68102

**Oakland**

330 N Oakland Avenue | Oakland, NE 68045

**Kearney**

2314 Central Avenue, Suite #2 | Kearney, NE 68847

PH 402.685.5500 | nef@nebbiz.org

www.nebbiz.org
25 YEARS OF SUCCESS

THANK YOU FOR CELEBRATING WITH US
THANK YOU TO OUR WONDERFUL 
spenders & partners

First National Bank

CITY OF NORFOLK • FIRST WESTROADS BANK • FRANNET 
NORFOLK AREA ECONOMIC DEVELOPMENT 
NORTH EAST NEBRASKA ECONOMIC DEVELOPMENT DISTRICT 
SECURITY BANK • TRANSFORMATION MARKETING