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#### (Neb.)-Lt. Gov. Heidemann Announces Broadband Business Initiative



By: Roxie Graham-Marski Posted at: 09/03/2013 11:32 AM

(LINCOLN)-Nebraska Lt. Gov. Lavon Heidemann, as chair of the Nebraska Information Technology Commission, is inviting Nebraska businesses to participate in a new project through the Nebraska Broadband Initiative. The initiative is launching a statewide survey and scorecard project in early September to help state businesses increase their economic vitality by better utilizing broadband technologies.

"The vision of the Nebraska Information Technology Commission is to improve the quality of life of all Nebraskans by promoting the use of information technology in education, health care, economic development and all levels of government," said Heidemann. "By utilizing this opportunity, our businesses can have valuable feedback and, as a state, Nebraska can leverage its strength as a leader in business technology."

"The State of Nebraska has long realized the importance of the adoption of broadband technologies," said Brenda Decker, Nebraska's Chief Information Officer. "With an average of 98% of Nebraskans having access to broadband technologies, the natural progression is to explore business use of this resource."

Over the next few months, businesses will be asked to conduct an online assessment of their use of broadband technologies. The survey results will provide valuable information on broadband usage by Nebraska businesses and will allow for a comparison of business broadband usage and impacts with peers nationwide.

Additionally, up to 500 businesses will receive a personalized scorecard and the opportunity to work with a business broadband coach. The scorecards will include ideas on how to better utilize broadband technologies and the return on investment.

Heidemann cited Hudl as an example of how Nebraska businesses are utilizing technology. Hudl is a Lincoln-based company recently identified by Inc. magazine, an internationally recognized publication for entrepreneurs and business owners, as the fastest growing private company in Nebraska and is listed at 149 on the Inc. 5000

list of fastest-growing companies in the nation.

Nebraska's broadband mapping and planning project is led by the Nebraska Public Service Commission in partnership with the University of Nebraska-Lincoln, Nebraska Information Technology Commission, Nebraska Department of Economic Development and AIM Institute. The University of Nebraska-Lincoln and the Nebraska Department of Economic Development are leading the business survey project.

Visit the Nebraska Broadband website to learn more about the Nebraska Broadband Initiative at <http://broadband.nebraska.gov/>. Businesses interested in participating in the survey may contact Business Broadband Manager Jim Keeler with the University of Nebraska at 402-472-4235 or [jkeeler8@unl.edu](mailto:jkeeler8@unl.edu).

--Office of the Governor and Lt. Governor