

McCook Community Invests in Its Future, Hires Sue Shaner to Coach Area Businesses

With its focus aimed squarely on the development of sustainable businesses to contribute to its local economy, McCook Economic Development Corporation has hired business coach Sue Shaner to work with entrepreneurs starting up or relocating in the area. A former dean of economic development and training at McCook Community College, Shaner is available to businesses that meet specific criteria at no charge to them.

“One of the greatest assets we have in the McCook area is our people and their great ideas,” Shaner said. “But even the very best idea requires a solid business plan to succeed long-term. That’s why I’m so excited that the McCook community and its business leaders have made it possible for me to consult with area entrepreneurs on an ongoing basis. Together we are creating stronger, more sustainable businesses and smarter, more astute businesspeople, and that’s a benefit to the entire community in the long run.”

In her first two months on the job with the city of McCook, Shaner has already taken on 25 clients, which she provides with training and support services designed to ensure the long-term success of their businesses. She says the overwhelming response from the business community is proof that services such as hers are in great demand in the McCook community and in other similar communities across Nebraska and the United States.

This project is funded in part by a grant from the Nebraska Department of Economic Development administered by the Nebraska Rural Development Commission.

For more information about the McCook Business Coach program or any of the other tools available to business owners and entrepreneurs, contact

Sue Shaner at (308) 340-2698 or sue@mccookne.org.