

Jason Tuller



Rural Prosperity Nebraska
Extension Educator

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Serving: Kearney, Franklin, Adams, Webster,
Clay, Nuckolls, Fillmore, Thayer, Saline,
Jefferson

● Upcoming Extension Events

July

14 – First Impressions Online – Fairbury, NE
(Zoom)

22 – Red Carpet Service Training – Fairbury,
NE

26 – 31 Nuckolls County Fair

28 – CFRA Grocery Meeting – Blue Hill, NE

August

3 – 9 Thayer County Fair

19 – Grocery Store Financial Training –
Kearney, NE

20 Nebraska Rural Grocery Industry
Summit – Kearney, NE

● Partners

- Working with Center for Rural Affairs to host Grocery Cohort.
- Six Regions One Nebraska Steering Team Member in Southeast and Central Regions
- Member of the Clay County and Thayer County C4K teams

● Resources

Scan the QR code to learn more about Extension's statewide impacts.



Extension Board Report



May to June 2026

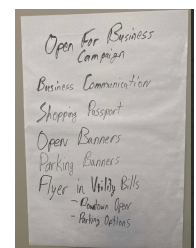
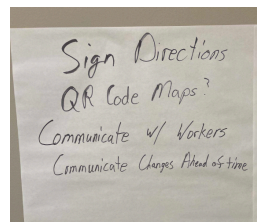
Engaging with Nebraskans wherever they are, connecting them with the resources, research and innovation of the University of Nebraska.

Since last meeting I had...

- **18 community members** attend an RPN program
- **68 grocers** participate in the grocery store cohort
- **10 contacts** formed with community members

Red Cloud Construction Facilitation 6/8

- The City of Red Cloud is experiencing downtown shopping disruption due to highway construction. I was asked to come facilitate a meeting of downtown business owners to generate ideas.
- 6 business/community participants in the facilitated structured brainstorming session to identify strategies for maintaining business activity during major downtown construction.
- Following the session, participants implemented multiple community-wide initiatives:
 - Open for Business Campaign – 25 local businesses engaged
 - '4' Open banners ordered and scheduled for installation at city entrances.
 - City-wide flyer distributed via utility bills promoting local shopping and downtown access.



Chamber Engagement and Program Adoption

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- Fairbury Chamber of Commerce 5/21, 6 participants and chamber voted to implement both First Impressions and Red Carpet Service
- Franklin Chamber of Commerce 6/16, 6 participants and expressed intent to host Red Carpet Service training.

CFRA Grocery Grant

I continue working with the Center for Rural Affairs on the grocery store grant. There are 40 grocers in the cohort this year, we have split the group into two groups of 20. We meet with them every other week to bring them training from industry experts. We have covered topics ranging from working in the community to how to measure and set margins to have a profitable store. As part of this grant I am also leading a team that is researching the economic viability of a shared distribution model for grocery store inventory. We have submitted our consumer survey to the UNL internal review board and have the in person grocery store information gathering meetings scheduled for next month. We are looking to study how price changes would affect consumer purchasing and driving habits as well as profitability changes in the grocery stores. I continue to work on the Grocery Store Financial Workshop that is scheduled in August. Topics in this presentation will be in depth coverage of topics briefly covered in the cohort sessions with hands on worksheets so they can work on their business during the presentation.

Red Carpet Service – Auburn and York

Co-presented the Red Carpet Service program to 24 students and 10 adults in Auburn 4/27 and presented an abbreviated session to 9 participants in York 5/4. Participants were able to understand, recognize and deliver excellent customer service by building skills such as giving good directions and by answering questions like, What is there to do here?, with confident answers.

Business Transitions – CEC and TCEDA

Presented information on the Business Transition Models booklet to audiences at the Connecting Entrepreneurial Communities Conference 4/29 and through Zoom for the Thayer County Economic Development Alliance 5/15. 15 attendees total.

