

The Evolution of Nebraska's Business and Civic Sectors Depicted Visually and Symbolically



THE PAST

Nebraska is a state of pioneers—hard-working entrepreneurs buy raw materials from one supplier, mark them up and resell them in their local markets. The profits are also spent in their local market. Civic officials focus on street repair, budgets and maintaining the status quo. This one-size-fits-all world is defined by handshakes, memories and grit. Youth remain and take over the operation. Business is cut-and-dry.



THE FUTURE

Nebraska is becoming a state of digital innovation, demographic diversity and geographic cross-fertilization. Fusion and customization are key in product design. Employees become free agents with side gigs. The culture is becoming unique, artistic and interdependent. Civic officials evolve the 'community concept' while building UrbaNatural enclaves. Rural and urban citizens embrace a shared identity.



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