**FOR IMMEDIATE RELEASE**January 10, 2018

**Contact:**

Jean Waters  
Deputy State Director  
Nebraska Business Development Center  
College of Business Administration MH 200  
University of Nebraska at Omaha  
Omaha NE 68182  
(402) 554-6259  
[jwaters@unomaha.edu](mailto:jwaters@unomaha.edu)

**NBDC Welcomes New Center Director to Lincoln**

OMAHA—The Nebraska Business Development Center (NBDC) announces the selection of Umeda Islamova as new Director of the NBDC Lincoln Service Center.

Umeda received her MBA and BBA degrees from the University of Nebraska-Lincoln, and grew up in a family of small business owners. She has extensive management and advising experience in the startup and small business community in Lincoln, having held positions at Presage Analytics, ISoft Data Systems, and NUTech. She is also the founder of the Dua Journal. Umeda’s experience includes successful grant funding applications, marketing skills, financial analysis, and a proven enthusiasm for building relationships that aid in the growth and success of local businesses.

The NBDC Lincoln Center is supported by the Center for Entrepreneurship at the University of Nebraska-Lincoln College of Business. The NBDC Lincoln Center will be overseen by Dr. Sam Nelson, Director of the Nebraska Center for Entrepreneurship at UNL. From 2012 to 2017, the NBDC Lincoln Center was located at Southeast Community College. NBDC is extremely grateful to the support that Southeast Community College provided to host NBDC and for the business coaching that they continue to provide.

“We are thrilled to have Umeda join our team,” said Nelson. “Her passion for small business development and extensive experience are valuable assets for the Lincoln and southeast Nebraska business community and our stakeholders. Umeda will provide professional consulting to businesses throughout Lincoln and southeast Nebraska. Her leadership will help to grow small business and economic development, and will assist businesses in launching, sustainability, growth or transition.”

The Lincoln Center serves small business owners in the Lincoln area and southeast Nebraska. Providing business planning, loan packaging and financial analysis, the Center receives most of its client referrals from area lenders. Due to federal and state funding, it charges no fees for basic services.

NBDC is a cooperative program of the U.S. Small Business Administration and the College of Business Administration at the University of Nebraska at Omaha. NBDC partners with the University of Nebraska at Kearney, University of Nebraska – Lincoln, Wayne State College, and Chadron State College to provide consulting and business support services from offices in Omaha, Lincoln, Kearney, Grand Island, North Platte, McCook, Wayne, Scottsbluff and Chadron. Learn more about NBDC at [nbdc.unomaha.edu](http://www.nbdc.unomaha.edu) .

For more information, contact the NBDC Lincoln Center at 402-472-4092 or email [umeda@unl.edu](mailto:umeda@unl.edu).