

# ***“Who are the people behind NEWbraska™? Can we trust them to create leverage within the network?”***

Innovation expert, Lynn Hinderaker, has a background that blends national strategy with economic development and broadcasting. His partner, Lee Myers, is a data-and-systems expert who has also worked within Nebraska’s economic development arena. Review Lynn’s historic accomplishments, below:

**1.**

As a 19 year old, Lynn gave a speech to the Secretary of Agriculture about bringing 4-H into the inner city. As a result, over 38 million inner city kids became members of 4-H and passed through the character-building program over a period of 40 years. *Boundaryless social innovation.*



**2.**

12 years later, Lynn became the second person in the US to sell interactive digital media (for Cox Communications); this was 14 years before the Internet. *The drive and imagination to transform a product into a movement.*

**3.**

In the late eighties, Lynn co-created the very first Value Menu in the history of fast food for Taco Bell’s ad agency. 30 years later, all quick service restaurants have a Value Menu of some sort. Lynn changed the landscape of the entire quick service restaurant industry. *Value creation, leadership.*



**4.**

Eight years later, during the Clinton administration, Lynn handled public relations for the company that owned the patent for V chip filtering for all TVs in America. This technology gave parents the power to filter out objectionable TV programming. *Empowerment and collaboration.*

**5.**

In 2010, Lynn’s video interviews with entrepreneurs made the podcasts from University of Nebraska-Lincoln more popular on iTunes than those from Harvard and Wharton Business School. *CNN-style edutainment.*



**6.**

In 2017, Lynn became the only business executive who has ever been published in a global magazine that serves the psychotherapeutic industry. The Science of Psychotherapy published an essay that Lynn wrote about a revelatory encounter with his ‘higher self.’ *Insight.*

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