

2016 Agri-Ecotourism Workshop

VisitNebraska.com/media/industry/2016-agri-ecotourism-workshop

SHARE YOUR STORY!

2016 AGR/ECO-TOURISM WORKSHOP â—º "YOUR RESOURCE MARKETPLACE"

February 22-24, 2016

GRAND ISLAND, NE

Registration Now Open!

Click [Here](#) to Register Online

*Online registration requires a small convenience fee

Questions?

Alex Duryea: 402-471-3797 or alexander.duryea@nebraska.gov

Karen Kollars: 308-249-3220 or karen.kollars@nebraska.gov

Interested in being a Sponsor or Exhibitor?

Go to: <http://visitnebraska.com/media/industry/become-an-agri-eco-tourism-workshop-sponsor>

Monday, February 22, 2016

11:00 - 1:00 p.m. Registration - Midtown Holiday Inn

1:00 - 7:00 p.m. B2B Tours & Dinner

1:00 p.m. Gather in the lobby of Midtown Holiday Inn to Carpool

1:30 p.m. - 3:00 p.m. Depart for Nebraska Mushroom

- Ash Gordon - 1982 E. Citation Way, Grand Island

3:30 p.m. - 5:00 p.m. Crane Trust Nature & Visitor Center

- Brice Krohn - (I-80 Exit 305) 9325 S Alda Road, Wood River, NE

5:00 p.m - 7:00 p.m. Dinner and Panel:

- Wayne Cyclery - John Wayne
- Brice Krohn - Crane Trust
- Ash Gordon - Nebraska Mushroom

Tuesday, February 23, 2016 Location: Raising Nebraska Facility

7:00 – 8:00 a.m. Exhibitors Set Up

8:00 – 9:00 a.m. REGISTRATION & CONTINENTAL BREAKFAST - Exhibitor Area

9:00 – 9:45 a.m. General Welcome & Overview

9:50 – 10:45 a.m. Building a Startup Culture

- Sam Nelson - UNL Entrepreneurship Program

9:50 - Noon Stop Lighting Money on Fire

- Steve Maly, Maly Marketing

11:00 - Noon Partnering to Grow Your Community

11:00 – 12:00 p.m. So you want to start a...

- Brewery / Grow Hops - Caleb Pollard, Craft Brewers
- Winery / Grow Grapes - Lori Paulsen, NWGGA
- Profit off of the land with a Safe Agri/Eco-Tourism Business - Daryl Jones, Natural Resources Enterprise, Mississippi

12:15 – 1:45 p.m. Farm to Fork Lunch - Brent Linder, Owner of Sin City, Wave Pizza, J Alfred Prurock's and the Glass Bar.

1:45 – 2:30 p.m. The Importance of Telling Your Story Effectively - Rebecca McCormick

2:30 – 2:50 p.m. Break with EXHIBITORS

2:50 – 4:00 p.m. Concurrent Breakout Sessions:

- Finances - Knowing what your Numbers are Telling You - Erin Pirro
- Building Bicycle Tourism - Russ Roca & Laura Crawford, The Path Less Pedaled
- Developing Your Story Online - Rebecca McCormick

4:00 – 4:20 p.m. Break with Exhibitors

4:20- 5:30 p.m. Breakout Sessions

- Finances Part 2 - Erin Pirro
- NE Star Party - John Johnson
- Agritourism Studies Panel - Daryl Jones / Caleb Pollard / Mick McDowell
- A Legal Roadmap for Entrepreneurs and Small Businesses - UNL Entrepreneurship Legal Clinic

5:30 – 7:30 p.m. Taste & Feel Event - Heavy Hor devours

- Hastings CCC Culinary Class
- Wineries
- Breweries
- Nebraska Made Food & Products

7:30 p.m. Return to Hotel/ Vendors and Exhibitors Tear Down

Wednesday, February 24, 2016 Location: Grand Theatre

8:00 – 8:45 a.m. Continental Breakfast at Grand Theater - Downtown

8:45 – 9:00 a.m. Story Behind the Grand Theatre - Liz

9:00 - 9:30 a.m. Tourism Update - Kathy McKillip - Nebraska Tourism Commission Executive Director

9:30 - 10:00 a.m. Understanding the Agritourism Liability Law - Andy Pollock

10:00 - 10:15 a.m. Break

10:15 - 11:45 a.m. Creating Effective Multi-Media Pieces on a Limited Budget - Brad Mellema

11:45 - 12:15 p.m. Round Table Discussions with Speakers

12:15 - 12:30 p.m. Wrap - Up / Lunch

1:00 – 3:00 p.m. Nebraska Tourism Commission Meeting

1:00 – 3:00 p.m. Nebraska Byway Meeting

2:30 p.m. Optional: Hornady Tour & Carnivores Meat Supply Tour

Lodging

Midtown Holiday Inn

2503 S. Locus

Grand Island, NE 68801

Phone: 308-384-1330

Rate: 87.95 + tax

Block of rooms available until 1/31/16

When making your reservation, ask for the Block listed under Nebraska Agri Eco Tourism.

* This agenda is subject to change until further notice.