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NEBRASKA 2016 TOURISM CONFERENCE

RENEWING OUR LEGACIES

October 18 - 20, 2016 * GERING CIVIC CENTER * GERING, NE

Hosted by Gering Convention and Visitors Bureau

[Agenda](#)

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AGENDA

TUESDAY, OCT. 18 - *Casual Business Attire*

8:00 AM	Registration Open
8:00 AM to 6:00 PM	Gering Shop Around/Attractions
8:00 to 9:30 AM	Lincoln Highway Scenic & Historic Byway Meeting
9:30 to 11:00 AM	Nebraska State Scenic Byways Meeting
11:00 AM to 1:00 PM	NETA/NACVB Joint Lunch Meeting
1:00 to 3:00 PM	Nebraska Tourism Commission Meeting
3:00 to 4:00 PM	Newcomer's Orientation
3:00 to 4:30 PM	Nebraska Festivals and Events, Inc. Mtg
4:30 to 5:30 PM	Welcome Reception at Civic Center
5:30 PM to 7:00 PM	Dine Around Gering/Scottsbluff

WEDNESDAY, OCT. 19 - *Casual Business Attire*

7:30 to 8:30 AM	Breakfast Buffet
7:30 to 5:00 PM	Registration Open
8:00 to 9:00 AM	<u>Conference Opening Event</u> Welcome Legislative Update- <i>Andy Pollock</i>
9:00 to 10:15 AM	<u>Keynote Session-</u> Mom and Pop on Top: How To Be Small, But Play Large- <i>Jon Schallert</i>
10:15 to 10:45 AM	Break
10:45 AM to 12:00 PM	<u>Breakout Sessions</u> A Taste of Success: Creating Wine & Beer Tasting Events- <i>Lori Paulsen/Nathan Hoelt</i> Get Found on Google and Other Critical Digital Strategies- <i>John Heaston</i> Breaking Through The Chaos: Marketing Your Destination To Stand Out (And Get Noticed!)- <i>Dennis Franczak</i> Turn Any Business In To A Consumer Destination- <i>Jon Schallert</i>
12:00 to 12:15 PM	Networking Break
12:15 to 2:00 PM	<u>Lunch/General Session-</u> Nebraska 150 Celebration- <i>Regan Anson</i>

	2017 Eclipse- <i>Derryl Barr</i>
2:00 to 2:15 PM	Break
2:15 to 3:30 PM	<u>Breakout Sessions</u> Mastering Hospitality Communication- <i>David Webster</i> Creating Compelling Sponsorship Offers- <i>Bruce Erley</i> Volunteerism in Nebraska, Impact on Tourism and Communities- <i>Amanda Barker</i>
3:30 to 4:00 PM	Break
4:00 to 5:15 PM	<u>Breakout Sessions</u> Cyber Security for Planning and Project Management- <i>Chris Hobbs</i> Sponsor Service That Assures Success This Year and Next- <i>Bruce Erley</i> The Care and Feeding of Exhibit Geeks- <i>William 'Biff' Baird</i> DIY Research and Planning- <i>Berkeley Young</i>
5:15 to 5:30 PM	Break
5:30 to 8:00 PM	<u>Legacy of the Plains Evening Event- Casual Dress</u>
THURSDAY, OCT. 20 - <i>Casual Business Attire</i>	
7:30 AM	Registration Open
8:00 to 9:00 AM	Continental Breakfast
8:00 to 9:00 AM	<u>General Session</u> Mixing Business with Pleasure: How DMOs and EDOs Realize Ultimate Community Vitality- <i>Guillermo Mazier</i>
9:00 to 10:15 AM	<u>General Session</u> Tourism Update- <i>Nebraska Tourism Commission</i> Marketing Update- <i>Bailey Lauerman/Swanson Russell</i> <i>Nebraska Tourism Marketing</i>
10:15 to 10:45 AM	Break
10:45 AM to 12:00 PM	<u>Keynote Session</u> How to Flip a Complaining Customer- <i>David Webster</i>
12:00 to 2:00 PM	<u>Annual Luncheon with Awards- Casual Business Attire</u> Awards Presentation- <i>Nebraska Tourism Commission</i>

For an agenda with session descriptions, please download the Conference Program at the bottom of this page.

[REGISTER FOR THE CONFERENCE](#)

Register today to attend the Nebraska Tourism Conference.
Registrations will be taken until Wednesday, Oct. 12.

Register online [here](#). Prices for the conference are available on the downloadable registration form.
Please note there will be a small fee associated to registering online.
VISA, MASTERCARD AND DISCOVER

OR

Download and fill out the registration form below.

Mail your form and check to:
Nebraska Tourism Commission
Attn: Bryce Arens
PO Box 98907
Lincoln NE 68509

Make check to: Nebraska Tourism Commission

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LODGING OPTIONS

Call now to make your arrangements!

Monument Inn and Suites, 1130 M Street, Gering, NE 69341, 308-436-1950, 1-866-436-1950, Fax: 308-436-1951/Headquarters Hotel, <http://monumentinnsuites.com/>
Check in:3:00 pm/Check out:12:00 pm
CONTACT: Melonie Warfield, meloniemonumentinn@gmail.com

Hampton Inn & Suites Hotel & Conference Center, 301 W Hwy. 26, Scottsbluff, NE 69361, 308-635-4022, Fax: 308-635-5238, www.hilton.com
Check in:3:00 pm/Check out:12:00 pm CONTACT: Mary Escamilla, Director of Sales, mary.escamilla@hilton.com

Super 8 Hotel, 2202 Delta Dr., Scottsbluff, NE 69361, 308-635-1600, <http://www.super8.com/hotels/nebraska/scottsbluff/super-8-scottsbluff/hotel-overview?WID=LC:SE:20150901:Rio:Local> Reserve with credit card on file. Check in:2:00 pm/Check out:11:00 am

INTERESTED IN CARPOOLING?

If you are interested in carpooling, please notify Lisa Karnatz by emailing her at lisa.karnatz@nebraska.gov. A list is being maintained for those who might be interested.

NEBRASKA TRAVEL ASSOCIATION'S SILENT AUCTION

Nebraska Travelers Association holds a NETA Silent Auction every year at the Nebraska Tourism Conference. Proceeds support conference scholarships and any administrative costs for the organization. You will find a wide variety of items to bid on with the hopes of being the highest bidder. Bidding begins with a preview of the items on Wednesday morning in the Gering Civic Center board room. Bidding ends AT 10:35 A.M. on Thursday. Winners will be notified to pick their items following the luncheon.

If you are interested in donating an item for the auction, please adhere to the following guidelines:

- All prizes donated should have a minimum value of \$25.00
- A clear, detailed description (dates, times, # of people, stipulations, etc) of the prize should be provided so those bidding will know exactly what they are bidding on.
- If you are providing a gift certificate as your prize, please print up the actual certificate and place that in an envelope. Please **DO NOT** seal the envelope. We will contact you with the name of the top bidder for your records.
- **Please bring your prize donation to the conference.** NETA will not be responsible for gifts/donations mailed. If you are not planning on attending the Travel Conference, NETA will assist you in locating someone who will be attending and can bring your donation.
- Communities can put packages together by including an overnight stay, meals, admissions to attraction, etc.

If you plan to donate, please download and fill out the Silent Auction form below. Send the form Attn: Patty Glidden, Sandhills Motel & Canoe Rental, PO Box 368, Mullen, NE 69152. 308-546-2206 or email her at pglidde@neb-sandhills.net You are responsible to get your donation to the conference, please **DO NOT** mail or ship your item to Gering or to Patty.

Check back often for more updates!

Register Online [Here](#)

Register With Check Payment- Download the form below.

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