

2017 Agri/Eco-Tourism Workshop

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2017 AGR/ECO-TOURISM WORKSHOP

"Brewing Up Business"

"YOUR RESOURCE MARKETPLACE"

February 21-23, 2017

Broken Bow, NE

Registration Now Open!

[Click Here To Register](#)

QUESTIONS:

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

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Go to: <http://visitnebraska.com/media/industry/2017-agri-eco-tourism-workshop-sponsor-information>

WORKSHOP SCHEDULE

Tuesday, February 21, 2017

9:30AM - 10:30AM Registration for GROW Nebraska Session - One Box Convention Center

10:30AM - 12:00PM Work for Yourself @ 50+ Sponsored by GROW Nebraska

Are you over 50 and looking for ways to improve your current financial situation? Have you ever dreamed of being your own boss? GROW Nebraska is hosting a free Work for Yourself @ 50+ workshop. Pre-registration is requested. Call toll-free 888-339-5617. There is NO cost for this session and a light lunch will be included. All ages can attend.

12:00PM - 1:00PM Lunch

1:00PM Gather in the lobby of your hotel for shuttle to Kinkaider Brewing Co.

*Note from Cody Schmick: "Kinkaider Brewing Co. is a farm craft brewing in the smack dab center of the United States of America. We are located 1 mile North of Broken Bow, NE on a beautiful farm facing the vast dunes & rolling green hills of the Sandhills!! Some may say we are in the middle of nowhere, but if you look at a map we are in the center of everything:))!! We at Kinkaider are so excited to show you what we are doing out on the farm. Our business has several different aspects that we hope you can learn from and we can share what we have learned and hopefully learn from you as well. Kinkaider Brewing Co. is the fastest growing brewery in the state of Nebraska. We are distributing from Omaha to Scottsbluff, but this all starts by building your home base & home crowd. Looking forward to meeting you all and having a beer together."

12:30PM - 1:30PM Workshop Registration opens at Kinkaider Brewing Co.

1:30PM - 2:00PM Welcome and Overview

2:00PM - 4:00PM "Brewing Up Business" Team Panel

Dan Hodges- Brewmaster & Dan the Wiser / **Barry Fox-** Distribution & Overall Operations / **Nate Bell-** Procurement & Beer Guru / **Cody Schmick-** Global Brand Ambassador / **Michelle Paris-** Kitchen, Kinkaidering & Event Coordination / **Jenny Fox-** Pumpkin Patch & Family Activities

The Kinkaider Team will dive in with you on the set up / startup of their business and how they have managed steady growth since they launched. Topics will include but not limited to: Brewhouse/Brewing, Distribution and pushing business out further than the front door, Restaurant, Taproom, Special Events, Tours, Tourism, Solidarity with Locals, Funding the Business, Seasonality, Pumpkin Patch/Family Activities, Importance of Building A Team & Culture and the most important BEER TASTING!! Any volunteers?

4:00PM - 6:00PM Tours of Brewery and Farm Led by 6 Panelists

6:00PM - 7:30PM Dinner & Networking

7:30PM - 10:00PM Networking Social

*Shuttles will be running every 30 min from 7:30PM - 10:00PM to take you back to your hotel.

Shuttle Service provided by: Premier Limousine LLC, Broken Bow, NE, 308-767-2090

Wednesday, February 22, 2017 Location: One Box Convention Center

7:30AM Registration Opens / Visit with Sponsors

7:50AM – 8:00AM Welcome - Message from our Sponsors

8:00AM – 9:15AM 7 Wonders 7 Lessons – Dean Jacobs

A journey to challenge your perception of the world. Author, traveller, photographer and dreamer, Dean prompts audiences to get to the heart of what's really important to them -- to find their own "why." Armed with insights from lessons learned after leaving a successful corporate career and following his dream to travel the world, Dean's keynote will leave you energized and empowered to take action. Dean challenges the norm and provides a roadmap to effect change, letting go of the familiar to discover what's possible, moving past fears to reach new heights.

â€:9:30AM – 10:45AM Concurrent Sessions

1. What is Our Culture – Dean Jacobs

A question rarely asked but critical to our success. This workshop will help bring clarity how to market Nebraska's best resource, it's people.

2. Pheasant Program – John Laux

John Laux, Upland Habitat and Access Program Manager with the Nebraska Game and Parks Commission (NGPC), will be presenting on the NGPC's "Berggren Plan" - a comprehensive, science-based initiative aimed at improving the pheasant hunting experience in Nebraska. He will also discuss the economic impacts of pheasant hunting and summarize recent findings from ongoing research on hunter use and preferences throughout Nebraska. Find out what attracts hunters to particular areas of the state, where they are coming from, and how this information can be used to make your communities more hunter-friendly.

3. What Spending Over \$5 Million in Advertising Has Taught Us - Steve Maly

What has tracking ads and digging deep into the analytics from 20 different tourism entities in Nebraska over the past few years taught us? Quite a bit and the numbers don't lie. We will share with you some of the surprise findings from what people are actually searching for to what state outside of Nebraska shows the most interest in Nebraska. We will also share what we have learned from testing 100's of headlines, images and messaging across all mediums. Some of these have been proven to be tried and true and you can apply them to your entity right away. This session will allow you to move past wondering and guessing if your ads will work to hitting the ground running with these data driven tactics.

10:45AM - 11:15AM Networking Break to Visit Sponsors

11:15AM - 11:50AM General Session - Legislative Update with Andy Pollock

12:00PM - 1:45PM Lunch and Keynote

10 Things We Learned from our Goats - The Beekman Boys

The Beekman Boys will share their interesting story, their struggles and celebrations, about how they worked to save their farm by developing an agritourism business.

2:00PM - 3:15PM Breakout Sessions

1. Masterminds – Dean Jacobs & Alex Duryea

We can't do it all on our own. The mastermind concept and framework offers access to thinking and ideas that can help us be successful.

2. Nebraska: The Great Bicycle Adventure. - Vince Asta

Finding beauty in the landscape and the people, one country mile at a time. As experienced via one lens and two wheels.

3. Tips for Building a Successful Business - The Beekman Boys

Beekman 1802 has proven that a farm can be much bigger than its fences. The importance of having a strong web presence, creative marketing, developing partnerships, activities and events are just a few of the topics they will share with you. Take advantage of this time to get your questions answered.

3:15PM - 3:45PM Networking Break to Visit Sponsors

3:45PM - 5:15PM Business Panel

5:30PM - 7:30PM Taste and Feel of Nebraska

Hosted by:



Thursday, February 23, 2017 Location: One Box Convention Center

7:30AM - 10:00AM Sponsor Booths Open

8:00AM - 9:45AM Tour of Broken Bow

Welcome 2017 Agri-Eco Nebraska Tourism Conference attendees to the Sandhills Journey Scenic Byway! We invite you to tour our beautiful visitors center and see our new interpretive kiosks telling the story of the Sandhills, view the awesome artwork, and enjoy a continental breakfast compliments of the Sandhills Journey Scenic Byway. Car pools available Thurs. 23rd, 8-9:45 a.m. Please RSVP

Also at the same time the Nebraska One Box Gun Club is inviting you to come check out the gun club and learn about the history of One Box. Please send an email to alexander.duryea@nebraska.gov to RSVP for the gun club tour.

8:00AM - 9:45AM NETA Meeting

10:00AM - 11:30AM State Byway Meeting

10:00AM - 12:00PM Nebraska Tourism Commission

**Schedule may change without notice*

LODGING:

A block of rooms is reserved at the Cobblestone Hotel & Suites (this hotel is connected to the One Box Convention Center), for hotel reservations call 308-767-2060. The room rate is \$ 83 + tax until January 31, 2017. Another block is reserved at The Arrow Hotel, located in downtown Broken Bow. For reservations call 308-872-6662 before January 21, 2017. When calling to book the rooms, make sure to clarify that you're with the Nebraska Agri/Eco-Tourism Workshop.