

Registration now open for 2017 Agri/Eco-Tourism Workshop

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FOR IMMEDIATE RELEASE

LINCOLN, Neb. (December 13, 2016)— Get registered now for the 2017 Nebraska Agri/Eco-Tourism Workshop, presented by the Nebraska Tourism Commission. The Workshop will be held in Broken Bow, February 21-23, 2017. Join us to learn creative ways to get the right tools to grow your business.

“This Workshop gives landowners and businesses a chance to learn how to use their land, gifts and ideas to develop or advance an attraction, increase their operating income or just bring excitement to their area. We hope people walk away with new skills to successfully connect the land to the visitor and provide tourists a rustic experience in our agriculture based state,” said Karen Kollars, Agri/Eco-Tourism Workshop planner.

This year’s Workshop theme is “Brewing up Business.” The event will officially kick-off Tuesday at Kinkaider Brewing Company where a panel discussion will take place along with an evening event. Opening in 2015, Kinkaider is one of the newest hot spots in Broken Bow and where small-batch, hand crafted beer is created using ingredients from right off their farm.

Wednesday and Thursday’s events will be held at the One Box Convention Center, where all types of breakout sessions will take place, giving folks a chance to learn from a variety of industry professionals. Nebraska native and world-traveler, Dean Jacobs, will be the keynote on Wednesday. Jacobs’ presentation, *7 Wonders 7 Lessons*, will give attendees insight from his lessons learned after leaving a successful corporate career and following his dream to travel the world. Dean’s presentation will leave you energized and empowered to take action, challenge the norm and provide a roadmap to effect change.

Wednesday night, the Taste and Feel of Nebraska event will give attendees the

opportunity to network while sampling local products. The workshop will wrap-up Thursday, with a tour of attractions in the city of Broken Bow, a NETA meeting and the February Nebraska Tourism Commission meeting.

To get more information and a full schedule go to <http://visitnebraska.com/media/industry/2017-agri-ecotourism-workshop>.

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.

For more information about travel, events and unique destinations in Nebraska, order your free travel guide today at VisitNebraska.com. Then stay connected with Nebraska Tourism on our [Visit Nebraska Facebook page](#), on [Twitter](#), on [Pinterest](#), on [Instagram](#) and on [YouTube](#).

The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry making it more viable by creating awareness, attracting increased visitors which results in greater tourism revenue and economic gain throughout the state. To learn more, go to VisitNebraska.com.

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