

MarkeTech + Agritourism & Adventure Travel Workshop

INSPIRATION | EDUCATION | NETWORKING



March 1 & 2, 2023

**Presented by GROW Nebraska &
Nebraska Tourism Commission**

WELCOME

Welcome to the 2023 MarkeTech + Agritourism & Adventure Travel Workshop! GROW Nebraska and Nebraska Tourism are so excited to be partnering to produce an event that will help businesses continue to adapt to the rapidly changing marketing landscape and travel trends. Whether you're looking to start, grow, or improve upon an existing business or destination, we're here to provide you with the tools and insights to succeed!

We'd like to take this opportunity to thank our incredible sponsors along with GROW Nebraska Foundation's Board of Directors! Please plan to spend some time in the Networking Plaza meeting with our exhibitors, sponsors and resource providers! We'd also like to thank Russ's Market for choosing the MarkeTech Conference to present their Best Local Product Award. Both GROW Nebraska and Russ's Market are committed to helping develop and promote Nebraska-based businesses.

"We created MarkeTech to be a creative, visionary, and affordable conference that will help Nebraska businesses work with technology and digital marketing in some way. It has truly been a pleasure developing and delivering the MarkeTech Conference for over 15 years. This year is even more special due to our partnership with Nebraska Tourism's Agritourism & Adventure Travel Workshop. Thank you for choosing to spend the day with us! We value your commitment to GROW your business!"



Janell Anderson-Erhke
Founder & CEO GROW Nebraska

"We're always excited to partner with new organizations and collaborate to offer our industry the best trainings and resources possible. Over the years, our Agritourism & Adventure Travel Workshop has been offered in many iterations, always seeming to top the last. I'm eager to meet new faces and experience the nuance that our collaboration with GROW's MarkeTech Conference is sure to offer!"



John Ricks
Executive Director Nebraska Tourism



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PRE-CONFERENCE AGENDA

Wednesday, March 1, 2023

9:00 A.M. – 12:00 P.M.	Check-in; Advanced registration required
10:00 A.M. – 12:00 P.M.	Nebraska Tourism Commission Meeting
12:00 P.M. – 12:30 P.M.	Lunch & Welcome
12:30 P.M. – 3:00 P.M.	Mac's Creek Winery & Brewery Past, Present & Future

Location: 3315 Rd 757, Lexington, NE 68850. Attendees are responsible for their own transportation to/from Mac's Creek. Parking space is limited; carpooling is encouraged.

Details: Mac's Creek Winery & Brewery has been family owned and operated by the McFarland's since 2001. They've been sustainably raising grapes since 2000 and regularly grow over 10 varietals for use in the creation of their wines. Mac's Creek started brewing beer in 2019 as an extension of their brand. They now offer an array of drinking, dining, events, recreation, and lodging options. Join us at Mac's Creek Winery & Brewery to gain insights into the challenges and successes of this flourishing family enterprise.

Takeaways:

- Learn which decisions most and least benefited this successful family business
- Obtain a roadmap to apply the techniques they used to make savvy business decisions
- Gain an understanding of how a business can grow and expand its offerings over time

Afterward, enjoy a personalized tour of the winery, brewery, on-site lodging, and Sustainability Trail. Then stick around for a tasting of Nebraska Wine, Beer & Spirits served alongside heavy hors d'oeuvres sponsored by Nebraska Craft Brewers Guild and Nebraska Wine and Grape Growers Association.

3:00 P.M. – 4:00 P.M.	Walking Tour of Mac's Creek
4:00 P.M. – 6:00 P.M.	Taste of Nebraska Social
4:00 P.M. – 6:00 P.M.	Exhibitor Set-up @ Younes Conference Center South 416 W Talmadge Rd, Kearney, NE 68845

Meet the Speakers



A big THANK YOU to all our wonderful speakers for sharing their insights and expertise with us!

AGENDA

Thursday, March 2, 2023

7:00 A.M. – 9:00 A.M.	Registration	Crystal Ball Room
8:30 A.M. – 9:00 A.M.	Conference Welcome	Crystal Ball Room
9:00 A.M. – 9:45 A.M.	Keynote	Crystal Ball Room
10:00 A.M. – 10:45 A.M.	Breakout Sessions	Diamond 1,2, 6, & 7
10:45 A.M. – 11:15 A.M.	Networking Break	Crystal Ball Room
11:15 A.M. – 12:00 P.M.	Breakout Sessions	Diamond 1,2, 6, & 7
12:00 A.M. – 1:00 P.M.	Lunch & Awards	Crystal Ball Room
12:30 P.M. – 12:45 P.M.	Tourism Summary & Updates	Crystal Ball Room
12:45 P.M. – 1:00 P.M.	Best NE Local Product Award	Crystal Ball Room
1:00 P.M. – 1:45 P.M.	Panel Discussion	Crystal Ball Room
1:45 P.M. – 2:15 P.M.	Networking Break	Crystal Ball Room
2:15 P.M. – 3:00 P.M.	Breakout Sessions	Diamond 1,2, 6, & 7
3:00 P.M. – 3:30 P.M.	Networking Break	Crystal Ball Room
3:30 P.M. – 4:15 P.M.	Breakout Sessions	Diamond 1,2, 6, & 7
4:30 P.M. – 5:00 P.M.	Keynote Q&A + Grant Info	Crystal Ball Room
5:00 P.M.	Closing Remarks	Crystal Ball Room
5:30 P.M.	After Party	McCue's Taproom

All conference keynote addresses, panel, and networking breaks will take place in the Crystal Ballroom. To find breakout session rooms, please see session details.

SESSION DETAILS

Thursday, March 2, 2023

KEYNOTE | 9:00 - 9:45 A.M.

Present Day Pioneering

Sarah Calhoun of Red Ants Pants

Session Location: Crystal Ball Room

Tired of wearing ill-fitting men's work pants, Sarah Calhoun focused on designing pants that would fit, function and flatter working women, founding Red Ants Pants in 2006. Her story is an unlikely one about pants, music, chainsaws, and possibilities in small-town Montana; it's about entrepreneurship, working hard, and establishing a rural foundation; it is a reminder that we can do big things in small towns. Calhoun's grit has brought national recognition to her enterprises over the years. She was named the 2012 National Women in Business Champion for the Small Business Administration and the 2011 Entrepreneur of the Year for the State of Montana.

Takeaways:

- Learn how to turn an idea into a marketable product
- Understand how collaboration can help you achieve your goals
- Develop a notable network of tools and resources to attain your goals

BREAKOUT SESSIONS | 10:00 - 10:45 A.M.

Restaurant 101: It's More Than Just Kettle Corn and Caramel Apples

Michael Holtzman of Profitable Food Facilities

Session Location: Diamond Ballroom 1

Concept development is the foundation of your business; your success hinges on it! Whether you are starting from scratch or re-developing an existing food concept, setting yourself up to run a profitable operation is critical. In this session we will cover everything from branding basics, kitchen efficiency, menu engineering, and cost of goods. Through sound planning and proven methods, your agritourism food and beverage operation can increase your revenue for many years to come.

Takeaways:

- Gain insight about the importance of branding and identity marketing
- Learn new ways to promote sales and increase revenue
- Have a new understanding of pricing menus and the correlation to profit margins

Destination Building: Success Stories of Community Collaboration

Jessica Kraus of Lost Way Brewing, Madison Johnson of Nebraska Passport Program, & Brianne Schuler of Nebraska Craft Brewers Guild

Session Location: Diamond Ballroom 2

Creating a destination that will inspire community members and attract visitors alike is no small task. Many businesses fail before they even get off the ground. But what if you didn't have to go it alone? Join community and state leaders as they share their experiences strengthening communities and building better destinations through grassroots engagement and local partnerships.

Takeaways:

- Learn about the advantages of participating in the Nebraska Passport Program
 - Gain insights into collaborative marketing strategies for small towns
 - Understand simple yet effective customer-facing best practices to form positive and lasting impressions
-

Vertical Video: The New Way of Social Media

Hayden Pigott of Miles Partnership

Session Location: Diamond Ballroom 6

Marketing expert Hayden Pigott will highlight how the preeminent social platforms of today, including Instagram, Facebook, TikTok, Pinterest and Twitter, are all about vertical-video content. She'll reveal fundamentals and best practices for each platform's unique audiences. Hayden will help you develop your content from the ground up, like creating your first Reel.

Takeaways:

- Understand who social media users are from platform to platform
 - Dissect the various algorithms at play behind social media platforms
 - Master vertical video best practices
-

Delegate to Accelerate

Joe Sova of Ideal Payroll Services

Session Location: Diamond Ballroom 7

Join Joe as he shares how to design a work flow which creates reliable, repeatable outcomes. You will discover the best ways to streamline your mindset, step into your true leadership potential and ACTUALLY scale your business in a long-term sustainable way!

Takeaways:

- Master leading with purpose
- Learn to manufacture a process that spells success for your business
- Recognize that no matter your business, you'll need help

How to Increase Your Food & Bev Profits in One Season

Michael Holtzman of Profitable Food Facilities

Session Location: Diamond Ballroom 7

Increasing your food and beverage profits over one season is not rocket science! By implementing time tested and recession-proof measures, your agritourism F&B operations will add significant value to your farm and your bottom line. This session dives deep into the hot topics of managing the cost of goods and labor, staffing and retention, efficiency and throughput, as well as food trends and social media. This will be a rapid-fire session you won't want to miss!

Takeaways:

- Gain new ways to promote and highlight items on a menu to maximize ROI
 - Gain new cost saving measures for event planning and seasonal forecasting
 - Learn new ways to attract larger crowds for seasonal and year-round operations
-

Creating Events Around Trails

Jason Buss of Nebraska Trails Foundation & Marie Gregoire of MoPAC Trail Alliance

Session location: Diamond Ballroom 1

Join fundraising and event creation experts as they share their blueprints for creating bicycling events centered around trails. Marie and Jason will map out their successes in creating bicycling events, fundraising, and trail development initiatives.

Takeaways:

- Obtain a roadmap to effective event creation
 - Learn how to garner grassroots support and funding for your event
 - Gain insights into the multi-layered benefits of trails within a community
-

Thinking Outside the Box: Small Businesses Strategy for Selling Goods Through Big Box Retailers

Nic Bianchi of Bianchi Candle Co., Carole Sprunk of Clout Coffee, & Neal Ely of Ely Farms

Session Location: Diamond Ballroom 2

GROW Nebraska members will share how they have successfully tapped into the corporate gift market to successfully showcase their products in catalogs and big box retailers.

Takeaways:

- Learn how to enter big box retailers
- Identify tactics and best practices to elevate sales
- Build your brand into a regional and/or national brand

Stop Lighting Your Marketing Dollars on Fire

Steve Maly of Maly Marketing

Session Location: Diamond Ballroom 6

Put aside the sexy pitches and learn what really matters in marketing. This presentation will provide insights into the trends that consistently drive growth in your business, as well as the metrics and insights that Maly uses to measure the success of its own marketing. Let's get to the bottom of what actually works and leave the rest of the shiny but unproven objects behind.

Takeaways:

- Benefit from a marketing insider's perspective
 - Learn which marketing metrics deliver the best insights to help drive decisions
 - Identify which types of paid marketing most frequently generate an ROI
-

LUNCH & MIDDAY PROGRAMMING | 12:00 - 1:45 P.M.

Tourism Summary & Updates

John Ricks, Nebraska Tourism Executive Director

Session Location: Crystal Ballroom

Hear about the latest and greatest endeavors of the Nebraska Tourism Commission. Now in its 4th year, discover how the new brand identity and tourism campaign has changed impressions of the state and learn what's in store for the future.

Best Nebraska Local Product Award Announcement

Presented by B&R Stores Inc.

Session Location: Crystal Ballroom

B&R Stores Inc. is a family-owned corporation founded in 1964 by Russ Raybould and Clayton Burnett. Headquartered in Lincoln, Nebraska, the company currently operates in multiple cities across Nebraska, Iowa, and Missouri, employing more than 2,000 people. B&R Stores Inc. actively partners with each community it serves in an effort to enhance the lives of both its customers and employees. This award is given annually to recognize a top producer in Russ's Supermarkets. This year, they are proud to announce Cedar Hollow Hams as the 2023 Best Nebraska Local Product. Proudly offering superior ham products since 1968, Cedar Hollow Hams believe, "If you make the product correctly customers will seek that product and routinely purchase it again and again."

All Big Businesses Start Out Small Panel

Max McFarland of Mac's Creek Winery & Brewery, Jeff Bell of Glenn Valley Foods, Jamie Trebec of Tasty Toppings, Amy Wadstrom of Hyvee, & Sarah Calhoun of Red Ants Pants

Session Location: Crystal Ballroom

Join five successful businesses as they discuss growing, scaling, and elevating your small business into a successful big(ger) business. Bring your heavy-hitting questions and gain expert insight and real-time advice from these masterful business owners.

Alternative Lodging & Agritourism Platforms

Jacob Romsa of Land Trust, Alison Lindsey of Harvest Hosts, & Barry McFarland of Mac's Creek Winery & Brewery

Session Location: Diamond Ballroom 1

Learn about the array of platforms used to book lodging and accommodation today, what makes each unique, and which one might be best for your business goals!

Takeaways:

- Learn about the array of lodging platforms in the marketplace
 - Gain insights from experts and existing users
 - Navigate how to set up an account to get started
-

Shine Bright! Start a Star Party

John Johnson of Nebraska Star Party & Jenna Bartja of Nebraska Tourism

Session Location: Diamond Ballroom 2

Let the stars be the stars! Take away tips from longtime Nebraska Star Party planner John Johnson on how to start and scale your very own astronomy-focused event. Also learn about how businesses can do their part to keep our skies dark (and stars bright) from dark skies advocate Jenna Bartja.

Takeaways:

- Recognize what special considerations are needed for nighttime events
 - Understand how your businesses can easily help combat light pollution
 - Learn how to build your own astronomy event from the ground up
-

Using Video for Your Business

Alec Rahe of Frost Media

Session location: Diamond Ballroom 6

When it comes to video production, it's often hard to know when the benefits outweigh the cost of hiring a creative service agency versus doing things in-house. Learn the best questions to ask marketing agencies, how video can level-up your website, and when it might be a good time to seek out professional help. This session will help take some of the guesswork out of your creative process.

Takeaways:

- Understand the value of using video to market your biz
- Learn how to properly use video to elevate your marketing efforts
- Discover when/where its advantageous to hire creative

Creating An Effective Social Media Strategy

Alyssa Wintz of Allo Communications

Session location: Diamond Ballroom 7

Is your business active on social media? Are you trying to find the balance between content creation and customer support? Not sure where to start? We've all been there. We'll dive into the importance of using social media platforms as an avenue for marketing, targeting new customers, retaining current customers, sales, and customer support.

Takeaways:

- Learn social media marketing basics
 - Identify the best social media platforms for your business
 - Master utilizing socials as an alternative space for customer support
-

BREAKOUT SESSIONS | 3:30 - 4:15 P.M.

Wooo!! Whitewater

Carson Rowh of Kearney Whitewater Association &

Josh Moenning, Mayor of Norfolk

Session Location: Diamond Ballroom 1

Kearney and Norfolk both have developments underway to bring whitewater recreation opportunities to their respective communities. Learn how these exhilarating additions will provide fun for their communities while bolstering economic growth.

Takeaways:

- Understand the ROI of asset development projects like these
 - Gain insights into complex project engineering and ongoing management
 - Learn how unique destinations will not only attract visitors, but drive broader economic growth
-

Building Community Support Around Trails & Bicycle Friendliness

Jason Buss of Nebraska Trails Foundation & Julie Harris of Bike Walk Nebraska

Session Location: Diamond Ballroom 2

Julie & Jason will share case studies on how trails and trail development drive tourism. They'll discuss best practices for identifying trail development opportunities, fundraising, creating a volunteer coalition, grant opportunities and more!

Takeaways:

- Expert insight into trail development processes
- The value that a hike/bike trail can bring to your community
- Gain actionable items to walk away with to encourage trail advocacy

How to Create and Maintain an Effective Website that Really Works

Adam Kroft of redthread

Session Location: Diamond Ballroom 6

Learn the do's and don'ts of website creation and how to make your website work best for you and the customer. Plus, get tips and tricks to consistently get your website to appear at/near the top of search engine results.

Takeaways:

- Learn to structure your website and voice to the consumer
 - Understand how to create and maintain an effective website
 - Master how and where to register your website to maximize appearance in searches
-

Tips for Making Your Business A High Growth Company

Bob Haney of Heavenly Waffles, Erin Malzer of Fat Boys, Odee Ingersoll of Nebraska Business Development Center, Jessica Campos of Center for Rural Affairs, & Jim Reiff of Nebraska Enterprise Fund

Session Location: Diamond Ballroom 7

Learn from GROW Nebraska members and resource providers as they share their tips for accelerated growth, including boosting customer service, being adaptable, and thinking ahead. Join this breakout session to learn about resources available to you and your business, and how they can aid you in developing and growing your enterprise!

Takeaways:

- Learn customer service best practices
 - Understand how your future goals should drive your present business strategy
 - Discover resources that can help you market and scale your business better
-

KEYNOTE Q&A and GRANT ANNOUNCEMENTS | 4:30 - 5:00 P.M.

Q&A with Sarah Calhoun of Red Ants Pants, Janell Anderson-Erhke of GROW Nebraska, & John Ricks of Nebraska Tourism

Session Location: Crystal Ballroom

Now that you've absorbed a wealth of new information to start, grow, and market your business, you get one last chance to ask our keynote any burning questions you may have. Also hear what grant offerings are available through GROW Nebraska and Nebraska Tourism!

AFTER PARTY | 5:30 P.M.

Location: McCue's Taproom, 2008 A Ave, Kearney, NE

Join other conference attendees as they kick back and share what they gained from the conference, all while enjoying a premier selection of Nebraska-made wine, beer & spirits.



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ABOUT GROW Nebraska

Who We Are

GROW Nebraska is a 501c3 Non-Profit organization. We provide monthly trainings, educational opportunities, market access, and promotion and advertising. For more information about the benefits that GROW Nebraska provides, please visit grownebraska.org. If you're not already a member, we invite you to join GROW Nebraska, the premier training non-profit catering to Nebraskan businesses. For more information, please contact us at info@grownebraska.org or 308-338-3520.

Mission & Vision Statement

GROW Nebraska aims to create viable economic development through business training, technical assistance, promotion, and access to markets. We create impactful opportunities for small business owners and entrepreneurs to live in "Anywhere", Nebraska and make a sustainable living. We help Nebraska Entrepreneurs connect to the global marketplace, marketing expertise and growth opportunities for their businesses.

GROW Nebraska Women's Business Center

GROW launched the NWBC in 2021. It is our mission to serve all women, cultures and communities in achieving their educational, professional and entrepreneurial goals. We believe in the potential of women, minorities, immigrants and families and choose to educate, train and help them obtain successful business ownership and employment.

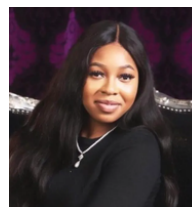
Our Team



From left to right back row: Zoe Terry, Ecommerce/ Product Specialist; Janell Anderson Ehrke, Founder & CEO; Amanda Miller, Member Relations Coordinator. From left to right front row: Katee Daly, Product & Content Developer Coordinator; Lauren Kantaras, Online & Retail Store Assistant; Tonja Hahn, Product Marketing Assistant.



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ABOUT Nebraska Tourism

Who We Are

Nebraska Tourism Commission promotes visitation to the state of Nebraska to benefit the state's economic and social prosperity.

Mission

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.

Vision

NTC will engage in diverse, assertive and creative marketing and promotional strategies that celebrate and increase awareness of the unique opportunities Nebraska has to offer to the visitor, accomplishing this through education and special events, partnerships, collateral content along with promotional efforts at the state, national and international levels, working in tandem with stakeholders with mutual Nebraska values.

Our Staff



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NOTES

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