



2025 Agritourism & Adventure Travel Workshop
October 27- 29, 2025
North Platte, NE

Monday, October 27, 2025

3:00 PM

Hotel Check-In, Best Western Plus North Platte

4:30 – 5:00 PM

Workshop Registration & Welcome @ Pals Brewing Company

Join us for a pizza buffet to kickoff the workshop with opening remarks from:

- Lisa Burke, Executive Director of Visit North Platte
- David Fudge, District 9 Representative for Nebraska Tourism Commission
- Paul Oettinger, Founder & Brewer, Pals Brewing Co.

5:00 – 6:00 PM

Buffet Dinner + Keynote

NebraskaLand Days: Creating a Festival in Celebration of Nebraska, presented by David Fudge

Buses will shuttle group to Stolen Vault Records for the workshop social.

6:30 – 8:30 PM

Social at Stolen Vault Records, hosted by Rascal Martinez

Enjoy drinks, networking, and a live performance by one of Nebraska's finest homegrown musicians.

Tuesday, October 28, 2025

8:00 – 8:30 AM

Sponsor Exhibition

Connect with sponsors and explore innovative ideas and services.

8:30 – 8:35 AM

Welcome Address by Brandon Kelliher, Mayor of North Platte

General Sessions

8:40 – 9:10 AM

Turning Your Passion into Profit, presented by Travis Byers, AK Rentals

9:15 – 9:45 AM

Pedaling Potter's Pasture, presented by Luke Rickertsen

9:50 – 10:20 AM

Sponsor Break

10:25 – 10:55 AM

Growing a Dream: Our Lavender Co., presented by Stephanie Anderson

11:00 – 11:50 AM

Gravel Biking Nebraska Panel: Brenda Leisy & Jason Strohbehn



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12:00 PM	Load buses for afternoon site visits.
12:15 – 1:15 PM	Picnic Lunch at Buffalo Bill Ranch State Historical Park
1:20 – 3:00 PM	Tour Dusty Trails, LLC
3:20 – 5:00 PM	Tour Homestead Pumpkin Patch
5:20 – 8:00 PM	Tour, Dinner, & Astronomy Program at Feather River Vineyards
8:15 PM	Return to Best Western Plus

Wednesday, October 29, 2025

7:30 – 8:00 AM	Hotel checkout and load buses for site visits.
9:00 – 10:40 AM	Tour Dahlia Valley Ranch Flower Farm
10:50 – 11:20 AM	Visit Dahlia Valley Ranch Co-op
12:10 – 1:30 PM	Lunch
1:45 – 3:15 PM	Tour The Milk House
4:15 PM	Return to Best Western Plus & Farewell