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FOR IMMEDIATE RELEASE**Find out how to build a better business**

Agri/Eco-Tourism Workshop to explore business models and business law

LINCOLN, NEB. (Dec. 18, 2012) — What do you get when you combine agriculture, nature and outdoor activities with tourism and business? Creative entrepreneurs get a whole new way to generate income. Join us for the **2013 Nebraska Agri/Eco-Tourism Workshop** and learn how to create your own nature or farm tourism destination.

Experts will offer practical tips on creating and operating small businesses at the workshop on Tuesday and Wednesday, Feb. 5-6, at the Sandhills Convention Center in North Platte.

Keynote speakers Marilyn Schlake, University of Nebraska extension educator, and Mark Hutchison, leader of UNL's Food Innovation and Entrepreneurship team, will kick off the conference with a lively, interactive session on a new business model that uses creativity and brainstorming to build a business strategy.

Milo Alexander Jr., assistant professor at Creighton University School of Law, will provide practical information and answer questions about business law. Learn about limited personal liability, protecting a trade name and writing a release form that doesn't scare away customers. Or, send in a legal question to be addressed during the session. Questions can be emailed to karen.kollars@nebraska.gov.

The workshop's "A Taste of Nebraska Agri-Tourism" at 5 p.m. Feb. 4 will offer samples of Nebraska wines, beers and food as well as opportunities to network with other industry professionals.

To register or get more details, go to VisitNebraska.com/industry. Early registration is \$75 until Jan. 25. After Jan. 25, registration is \$90.

A block of rooms have been reserved at the Quality Inn & Suites/Sandhills Convention Center in North Platte until Jan. 21. Call 800-760-3333 and mention that you are attending the workshop to secure the special rate.

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