

Registration Form

Name (as printed on the name badge)

Business/Organization

Address

City

State

Zip

Daytime Phone

Fax

E-Mail

Website Address

- Registration: \$60
- Late Registration (begins March 12): \$75
- ☐

Check here if you are **currently engaged in** an agri/eco-tourism business.
- ☐

Check here if you are interested in **starting** an agri/eco-tourism business.
- ☐

Check here if you are **currently part** of the Nebraska tourism industry.

Make Checks payable to:
Nebraska Tourism

Send registration with payment to:
Tom Tabor, Eco-Tourism Development Consultant
Department of Economic Development
Travel and Tourism Division
301 Centennial Mall South
PO Box 98907
Lincoln, NE 68509-8907

To register online:
www.VisitNebraska.gov/industry

2011 Governor’s
Agri/Eco-Tourism Workshop

The *2011 Governor’s Agri/Eco-Tourism Workshop* will be March 22-23 in Kearney at the Ramada Conference Center and will include s general sessions, break-out sessions, and networking opportunities as well as industry exhibitor booths featuring products and programs essential to your business. *“A Taste of Nebraska Agri-Tourism”* networking event on Tuesday evening will offer samples of Nebraska wines, beer, and an array of fabulous home-grown/homemade foods.

Take advantage of this networking event to partner and cross-market with others within Nebraska. If you would like to have an exhibit booth or space to showcase your foods or beverages, contact Karen Kollars at 308-249-3220 or karen.kollars@nebraska.gov.

We look forward to seeing you in Kearney!

Lodging

Lodging is available at the **Ramada Conference Center, 301 Second Ave., Kearney, NE**. The Ramada is holding a block of rooms for *Governor’s Agri/Eco-Tourism Workshop* attendees at the sleeping room rate of \$65 / night for a standard room, plus tax, **until March 8, 2011**. Room rate includes hot breakfast buffet in the restaurant for overnight guests, plus a free drink ticket for each adult for each night spent at the hotel. Call the Ramada directly at 308-237-3141 or 800-652-1909. Be sure to mention that you are attending the *2011 Governor’s Agri / Eco-Tourism Workshop* when making reservations.

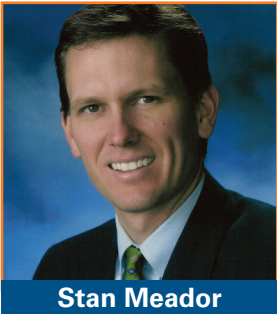
Registration Fee

Registration Fee covers materials, breaks, and Tuesday evening’s *“A Taste of Nebraska Agri-Tourism”* food, wine and beer tasting, and hors d’oeuvres. It does not include lodging. Your workshop name badge will be your ticket to all functions. Registration fees are included on the registration form.

Refund Policy

A full refund is available **prior to March 12, 2011**, by contacting Tom Tabor at 402-471-7755 or at tom.tabor@nebraska.gov. Delegate name changes are allowed with prior notice.

Photo credits: Ponderosa Ranch; Amy Sandeen, Prairie Loft Center for Outdoor and Agricultural Learning; and Nebraska DED



Stan Meador

Keynote Speaker
In 1996, Stan Meador founded and became the general manager of the recreational division for his family’s five-generation ranch near Eldorado, Texas. He has a BA in public relations and marketing from Texas Tech University with an emphasis in international marketing. Stan completed

four exchange programs and has lived, studied, and worked in the Netherlands, Spain, and Mexico. Stan and his family have expanded their traditional ranching operation to include “ranching people” on the X Bar Ranch.

Within the Texas Travel Industry Association, Stan is a past chairman of the Texas Nature Tourism Council, is a member of the Legislative Affairs Committee, and is a past member of the Board of Directors. He has participated on in the Texas Conservation and Recreation Forum and the Texas Partnership for Children in Nature, and is a member of the San Angelo Convention & Visitors Bureau’s Tourism & Hunters Forum. He also served on the Texas Mountain Bike Racers Association board, on the Images for Conservation Fund Hill Country Pro-Tour advisory board, and as the Director of Nature Tourism Development for AdventGX, Corporation. Stan is a founding board member and past president of the Texas Forts Trail, a regional cultural heritage tourism initiative, and is an alumnus of the Texas Agriculture Lifetime Leadership program.

Locally, he is a city councilman, is past president of the Schleicher County Chamber of Commerce, and served on an advisory committee for the Annenberg Rural Challenge Trust Grant. Stan also serves as vice-chair of the Southwest Texas Tourism Partnership, which includes furthering tourism efforts in a six-county region in of rural southwest Texas.

Because of his 14 years of hands on experience, Stan is frequently invited to speak to groups and associations on subjects related to nature tourism and how it relates to rural economic development and agriculture diversification through sustainable means. Under his direction, the X Bar Ranch has been recognized statewide and nationally as a successful example of a diversified ranch operation and has received substantial editorial coverage on the ranch’s nature tourism program for being a leader in the field. In September 2009, the X Bar Ranch Nature Retreat was recognized at the winner of the first-ever Texas Travel Industry Association’s Nature Tourism Achievement Award.

Stan’s wife Gloria is from Valencia, Spain, and they have two beautiful daughters - Andrea (9) and Sofia (6). Gloria is the IT director for Southwest Texas Electric Cooperative in Eldorado, where the family resides.

nebraska

WHAT’S IN IT FOR YOU?

Fresh marketing ideas • New industry knowledge • Greater financial opportunities
Networking with potential partners • Get the most out of your land



GOVERNOR’S
AGRI/ECO-TOURISM
WORKSHOP

March 22-23, 2011

Ramada Conference Center
Kearney, Nebraska

Hosted by:
Nebraska Department of Economic Development’s
Travel and Tourism Division

Co-sponsored by:
Nebraska Department of Agriculture
Nebraska Game and Parks Commission

NEBRASKA

possibilities...endless™

www.VisitNebraska.gov/industry

2011 Governor's Agri/Eco-Tourism Workshop

Tuesday & Wednesday,
March 22-23, 2011
*Ramada Conference Center,
Kearney, NE*

TUESDAY, MARCH 22, 2011

Noon to 1 p.m. **REGISTRATION**

1:00-1:30 p.m.

Welcome & Opening Remarks

1:30-2:45 p.m.

Changing Lens' Changing Focus: Macro to Micro Opportunities

Keynote Speaker
Stan Meador,
Founder, Owner & GM, X Bar Ranch

Stan Meador, founder, owner and GM of the X Bar Ranch Nature Retreat will share 15 years worth of experiences from starting and running a tourism enterprise on his family's fifth generation ranch near Eldorado, Texas. As more family members, including younger generations, became involved and financially dependent on the ranch, the family has had to adapt the way the ranch is managed and run. This will be a nuts and bolts presentation on understanding why and how to diversify, how to manage various "businesses" all operating on the same piece of land, reasonable expectations, and how to offer a recreation product.

2:45-3:15 p.m. **BREAK**

Opportunity to visit exhibitors' booths

3:15-4:30 p.m. **BREAKOUT SESSIONS**

1. Pass the Binoculars

Stan Meador,
Founder, Owner & GM, X Bar Ranch

Understanding niche marketing and market segmentation, and realizing its impact on product development, pricing and marketing strategy. Stan will demonstrate how to pick apart various target market segments, how to learn which segments may be most attracted to your product offering, which may be most profitable, and how to reach those segments.

2. You Are Here! Maps for Business

Connie Hancock,
University of NE Extension Educator

You Are Here! Learn how to create and use interactive maps and geo-location tools to bring clientele to your doors. Many people are using their computers and handheld technology to make decisions about their next stop or purchase. Too often the commercial mapping and GPS tools available are woefully inaccurate for getting our business information to potential customers.

3. Business Startup and Assistance Overview

Steve Williams,
Business Development Consultant,
NE Dept. of Economic Development

Not sure how to begin or even where to start? Here is your chance to find out. Review business plan development resources, business counseling services, and entrepreneurial training programs available in Nebraska. Discover the basic steps to registering a business, public business financing, and incentives available.

4. I've Seen the Birds, So Now What Can I Do?

Connie Francis,
Extension Educator, University of Nebraska Rural Initiative
Randy Cantrell
Rural Sociologist with Rural Initiative

The best marketing advice might be to pay attention to what is going on around you and look for ways to spin off related opportunities. Visitors may come to Nebraska for one tourism attraction, but our research shows that they are also interested in other activities while they are here. Join us to discuss how value-added marketing could increase local economic impact when paired with Nebraska's existing natural attractions.

5:00-7:00 p.m.

"A Taste of Nebraska Agri-tourism"

Sample some of Nebraska's finest wines, craft beers, and food! Take advantage of this opportunity to network, form partnerships for cross-marketing, develop potential packages, or just make new friends!



WEDNESDAY, MARCH 23, 2011

8:00-8:30 a.m.

Opening Remarks and Updates from Our Sponsors

*Nebraska Dept. of Agriculture &
Nebraska Game and Parks Commission*

Hear first-hand, updated information about their programs and initiatives.

8:45-10:00 a.m. **BREAKOUT SESSIONS**

1. Connecting With the Media

Shannon O'Neill Peterson,
Media Relations Coordinator, NE Division of Travel & Tourism
Gary Peterson,
Editor, Home & Away Magazine
Mark Baumert,
News Director, NTV KHGI-TV/KWNB-TV/WSWS-CA
Lori Potter,
Agriculture Reporter, Kearney Hub

We always hear that we need to connect with the media, but how do you build those relationships without being too pushy? Should you call? Send an email? Organize a FAM tour? Members of the media will tell you the best way to reach out and share your story.

2. Purpose Driven Tourism

Dan Rice,
General Manager Prairieland Dairy LLC

Adding value to your farm operation needs to come with a purpose. Since 2003 Prairieland Dairy, located 22 miles south of Lincoln, has invited the public to attend its FREE open house. In 2010, more than 5,000 people attended. During this session, Prairieland Dairy's General Manager will surprise you with the reasons Prairieland Dairy hosts a free event.

3. Discover How to Do Your Own Feasibility Study

Paul Burgener,
Extension Agricultural Economist for UNL
Cheryl Burkhardt-Kriesel,
*UNL Extension Specialist -
Entrepreneur/Business Development*

Can my idea really work? Does pursuing this business idea make sense for me (and my family) at this time in our lives? Does this business idea have a sufficient market to be viable? Explore the basics! Receive helpful information and resources to improve your ability to make informed decisions.



4. The Economics of Conservation

Hod Kosman,
President, Platte River Environments, Inc., Scottsbluff, NE

Conservation is a huge economic force in North America. Our conservation efforts range from programs directed at controlling soil erosion and ensuring clean air and water to the \$44 billion watchable wildlife industry. Nebraska is especially well suited to be a significant participant and beneficiary – join the discussion – help set our course.

10:00-10:30 a.m. **BREAK**
Opportunity to visit exhibitors' booths

10:30-11:45

What Flew & What Flopped

Stan Meador,
Founder, Owner & GM, X Bar Ranch

This session depends on YOU! Bring your best and worst ideas. We want to hear them!

11:45-Noon **CLOSING COMMENTS**



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