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PERMIT #212



DATE	OCTOBER 18-20
VENUE	Ramada Plaza Omaha Hotel and Convention Center - CoCo Key Water Resort 3321 South 72nd Street
FEATURING	Educational Workshops General Sessions Networking Opportunities Industry Exhibitor Booths

For information on sponsorships or any other questions, please call the Nebraska Division of Travel and Tourism at 800-228-4307 or email us at tourism@VisitNebraska.org.

We look forward to seeing you in Omaha!

SILENT AUCTION

Once again, NETA will sponsor a silent auction during the conference. Numerous items donated by businesses, individuals, and organizations from across the state will be put up for auction. All proceeds will fund educational programs for the tourism industry throughout the year. Be sure to check out the items and place your bids. To donate an item for the auction, contact Patty Glidden at 308-546-2206 or pglidde@neb-sandhills.net.

NEWCOMER'S ORIENTATION

The Nebraska Division of Travel and Tourism will sponsor a Newcomer's Orientation for first-time delegates to the Travel Conference and others who want to learn more about the Tourism Division's services. You'll not only find out what to expect during the conference, you'll get caught up on activities within the Division of Travel and Tourism and the industry as a whole. The Newcomer's Orientation will be Wednesday, October 19, from 10:00 to 11:00 a.m.

OMAHA ROCKS BLAZIN' PIANOS

Get your party on and enjoy an energetic "rock-and-roll" evening with Omaha Rocks Blazin' Pianos at DJ's Dugout on Wednesday night. This fast-paced, high-energy musical improv show will keep you laughing as you're entertained by one of the hottest dueling piano shows in Nebraska. You won't want to miss this show! Buses begin running to the venue at 6:00 p.m., with a cocktail hour and show from 6:30 to 9:30 p.m. After the show, feel free to stay and play at DJ's Dugout or grab a few friends and take the conference bus to explore Omaha's historic Old Market. Buses will run continuously between DJ's Dugout, an Old Market drop-off point, and the Ramada Plaza Omaha Hotel from 9:30 to 11:00 p.m. Come see why Omaha Rocks!

REGISTRATION FEES

Registration fees cover materials, meals, and breaks. They **do not** include lodging. Your conference name badge will be your ticket to all meal and entertainment functions. Registration fees are included on the registration form.

LODGING

Lodging is available at the Ramada Plaza Omaha Hotel located at 3321 South 72nd Street. The hotel is holding a block of rooms for Nebraska Travel Conference attendees at a rate of \$104 per night (plus 19% tax) for single or double occupancy until October 8. Contact the Ramada Plaza Omaha Hotel at 402-393-3950. Be sure to mention that you are attending the Nebraska Travel Conference when making reservations.

REFUND POLICIES

A full refund is available prior to September 30 by contacting Heather Hogue at 402-471-3796 or heather.hogue@nebraska.gov. Delegate name changes are allowed with prior notice. **No refunds will be given after October 11.**

SPECIAL NEEDS

Individuals requiring physical or sensory accommodations, including interpreter services or recorded materials, should contact Heather Hogue at 800-228-4307 or heather.hogue@nebraska.gov by October 3.

QUESTIONS

Contact Heather Hogue (800-228-4307 or heather.hogue@nebraska.gov), Paula Bohaty (800-228-4307 or paula.bohaty@nebraska.gov), or Micheal Collins (800-228-4307 or micheal.collins@nebraska.gov).



Agenda

TUESDAY, OCTOBER 18 *Conference is business casual.*

1:00 p.m. – 4:00 p.m. **Nebraska Tourism Advisory Board Meeting**

1:00 p.m. – 4:00 p.m. **Nebraska Hotel/Motel Association Meeting**

5:30 p.m. – 7:00 p.m. **Nebraska Byways Meeting**

Omaha Rocks Icebreaker

Three exciting activities are planned for Travel Conference delegates arriving on Tuesday.

- Enjoy some of west Omaha's finest shopping, dining, and entertainment with discount passes provided by Village Pointe. A shuttle will run continuously between the CoCo Key Water Resort and the mall. (4:00–9:00 p.m.)
- Come to the CoCo Key Water Resort foyer to sample delicious cuisine from outstanding area restaurants. A cash bar will be available. (4:30–6:00 p.m.)
- Travel Conference attendees can purchase water park passes for use on Tuesday, October 18, at a discounted price of \$8.00 per person. Call Mandy in advance at 402-517-3077 to set up your water adventure.

WEDNESDAY, OCTOBER 19 *Conference is business casual.*

7:45 a.m. – 3:45 p.m. **Registration Open**

8:00 a.m. – 12:30 p.m. **Display Booths Open**

8:00 a.m. – 9:30 a.m. **NETA Breakfast Meeting**

9:45 a.m. – 10:45 a.m. **NACVB Meeting**

9:45 a.m. – 11:00 a.m. **NETA Silent Auction Open**

10:00 a.m. – 11:00 a.m. **Newcomer's Orientation**

First-time delegates—and others who want to learn about the Tourism Division's services—will get an overview of what happens at the Travel Conference and learn about the Tourism Division's many programs.

11:00 a.m. – 11:15 a.m. **Break**

11:15 a.m. – 12:30 p.m. **General Session**

Promoting Partnerships: Using Your Neighbors to Grow Your Tourism

Presented by Barbara Wold

12:30 p.m. – 1:45 p.m. **Opening Lunch**

Greeting by the Mayor of Omaha. Opening statements by Christian Hornbaker, Director of the Nebraska Tourism Division. Comments by motivational speakers Amy and Marty Wolff from the reality show *The Biggest Loser*.

1:45 p.m. – 2:00 p.m. **Break**

1:45 p.m. – 3:45 p.m. **Display Booths Open**

1:45 p.m. – 3:45 p.m. **NETA Silent Auction Open**

2:00 p.m. – 3:15 p.m. **Afternoon Concurrent Sessions**

Social Media 101

Presented by Muriel Clark, North Platte/Lincoln County CVB

The Essentials for Successful Small City Branding and the Fifteen Ground Rules for Community Tourism Success

Presented by Bill Baker, Total Destination Marketing

Strategies for a Changing World...How to Prosper in Today's Economy

Presented by Barbara Wold

Social Media Roundtable Discussion

Presented by Becky McCray

3:15 p.m. – 3:45 p.m. **Dessert Break**

3:45 p.m. – 5:00 p.m.

Afternoon Concurrent Sessions

Finding Your Social Media Champions

Presented by Becky McCray

The Essentials for Successful Small City Branding and the Fifteen Ground Rules for Community Tourism Success

Presented by Bill Baker, Total Destination Marketing

Strategies for a Changing World...How to Prosper in Today's Economy

Presented by Barbara Wold

6:00 p.m. – 9:30 p.m. **Omaha Rocks Blazin' Pianos**

THURSDAY, OCTOBER 20 *Conference is business casual.*

7:45 a.m. – 3:45 p.m. **Registration Open**

7:45 a.m. – 9:00 a.m. **Breakfast Session**

Networking, Gratitude & You

Presented by April Kelly

8:00 a.m. – 3:45 p.m. **Display Booths Open**

9:00 a.m. – 3:45 p.m. **NETA Silent Auction Open**

9:15 a.m. – 10:30 a.m. **Morning Concurrent Sessions**

Know Thy Self: The Importance of Community Image and Reputation

Presented by Shannon Gray, North Star Ideas

I Heart Volunteering: Meet the Volunteer Who Loves Your Cause

Presented by Jennifer Rusch, Iowa Commission on Volunteer Service

It's the Issue, Not the Person

Presented by Dave Mitchell, The Leadership Difference

10:30 a.m. – 11:00 a.m. **Break**

11:00 a.m. – 12:15 p.m. **Morning Concurrent Sessions**

Know Thy Consumer: Market Segmentation for Destinations

Presented by Shannon Gray, North Star Ideas

Becoming Resilient!

Presented by Dave Mitchell, The Leadership Difference

Agri-Culinary Tourism: What Is It and How Can You Make It Work for You?

Presented by Lovoni Walker, Fabulous Food Creations, Inc.

12:15 p.m. – 1:30 p.m. **Lunch and Marketing Update**

Presented by Dave Snitily, Snitily Carr

1:30 p.m. – 1:45 p.m. **Break**

1:45 p.m. – 3:00 p.m. **Afternoon Concurrent Sessions**

Trail Planning and Development: How the Heck Do You Get There From Here?

Presented by Duane Westerholt, Nebraska Game & Parks Commission

Arts and Cultural Tourism: A New Paradigm

Presented by Carla Patterson, Mid-America Arts Alliance

Return on Investment for Events/Festivals Roundtable

Presented by Shannon Gray, North Star Ideas

3:00 p.m. – 3:45 p.m. **Dessert Break**

3:45 p.m. – 4:45 p.m. **General Session**

Tourism Legislation/LB684 Update

Presented by Richard Baier, Director, Nebraska Department of Economic Development

Reception/Banquet is business attire.

5:45 p.m. – 7:00 p.m. **Banquet Registration Open**

6:00 p.m. – 7:00 p.m. **Nebraska Wine and Beer Tasting Reception**

7:00 p.m. – 9:00 p.m. **Nebraska Travel Conference Awards Banquet**



Registration Form

Complete one form for each delegate. Please type or print all information.
You may also register online with a credit card at VisitNebraska.gov/tcregistration.

Delegate Name _____ Title _____

Business/Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Other Professional Online Address (Facebook, Twitter, etc.) _____

Check here if a first-time delegate.

Will attend the NETA Breakfast at 8 a.m. on Wednesday, October 19. **Enclose an additional \$18.**

Registration Fees: Registration form **and** payment must be received **by October 11**. Fees cover materials, meals, and breaks. *They do not include lodging.*

Full Registration _____ @ \$175 = _____

Wednesday-Only Registration _____ @ \$100 = _____

Thursday-Only Registration _____ @ \$130 = _____
(includes Awards Banquet)

NETA Breakfast _____ @ \$18 = _____

Awards Banquet Only _____ @ \$50 = _____

Additional Guest Meals:

Opening Lunch on Wednesday, October 19 _____ @ \$23 = _____

Lunch on Thursday, October 20 _____ @ \$23 = _____

Awards Banquet on Thursday, October 20 _____ @ \$50 = _____

Guests' Names: _____

Total \$ _____

Payment Enclosed \$ _____

Make check out to: Nebraska Division of Travel and Tourism

Mail to: Nebraska Division of Travel and Tourism

c/o Heather Hogue
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