



2013 NEBRASKA TRAVEL CONFERENCE REGISTRATION

GENERAL INFORMATION

Silent Auction

Once again, NETA will sponsor a silent auction during the conference. 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 pgliddle@neb-sandhills.net.

Newcomer's Orientation

The Nebraska Tourism Commission will sponsor a Newcomer's Orientation for first-time delegates to the Travel Conference and others who want to learn more about the Tourism Commission's services. You'll not only find out what to expect during the conference, you'll get caught up on activities within the Tourism Commission and the industry as a whole. The Newcomer's Orientation will be Wednesday, October 23, from 10:00 to 11:00 a.m.

We'll "Knock Your Boots Off" in Norfolk

Calling all cowboys and cowgirls! You are "wanted" Wednesday night! Saddle up and mosey over to Barnetormer's Restaurant & Lounge for a rootin'-tootin' good time and a delicious cowboy feast of pulled pork BBQ with all the fixins! The Norfolk CVB "outlaws" are giving a reward for the best lookin' cowboy boots, so show up in your best! Grab some funny props and jump in the photo booth for a picture souvenir, or cozy up by the outdoor fire pits and make smores! Listen to live music from Dave Merkel and end the evening watching the sky light up with a grand fireworks show from J&M displays.

Registration Fees

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

Transportation and Lodging

Lodging is available at Norfolk Lodge & Suites (4200 W. Norfolk Avenue). The hotel is holding a block of rooms until **October 14 for a rate of \$77 per night, plus tax**. Call 402-371-4520 to make your reservation.

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 5.

Questions

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

2013 Nebraska Tourism Industry Awards

Nominate a tourism publication, website, organization or individual for a 2013 Nebraska Tourism Industry Award. Winners will receive an attractive stained glass award, recognition in the 2014 Nebraska Travel Guide and a **free** extended listing (\$600 value) on the Nebraska Tourism Commission's website. Nomination forms are available at industry.visitnebraska.org and must be postmarked by **Friday, September 13**.



2013 NEBRASKA TRAVEL CONFERENCE AGENDA

Tuesday, October 22

Attire is business casual.

1:00 p.m. – 4:00 p.m. Nebraska Tourism Commission Meeting

3:00 p.m. – 5:00 p.m. Nebraska Byways Meeting

4:30 p.m. – 5:30 p.m. NACVB Meeting

5:00 p.m. – 6:00 p.m. Lincoln Highway Scenic and Historic Byway Meeting

Wednesday, October 23

Conference is business casual.

8:30 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 Meeting

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

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

This session is for first-time conference delegates and others who want to learn about the Nebraska Tourism Commission's programs and services.

11:00 a.m. – 11:15 a.m. Break

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

The Top 10 Trends in Travel

Presenter: Karen McCullough

12:30 p.m. – 1:45 p.m. Opening Lunch

Welcome remarks by Norfolk Mayor Sue Fuchtmann and Nebraska Tourism Commission Director Kathy McKillip.

1:45 p.m. – 2:00 p.m. Break

1:45 p.m. – 3:45 p.m. Display Booths and NETA Silent Auction Open

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

Engaging Experiences: The Key to Competitive Advantage

Presenter: Joe Veneto, Opportunities Unlimited

Hospitality Financial Management for Small Business

Presenter: Dipra Jha, Hospitality, Restaurant and Tourism Management, UNL

Attracting and Engaging Generation Y to Your Association:

Growing Membership and Leadership in Associations

Presenter: Karen McCullough

3:15 p.m. – 3:45 p.m. Dessert Break

3:45 p.m. – 5:00 p.m. Afternoon Concurrent Sessions

Sales Impact with an R.O.I.

Presenter: Joe Veneto, Opportunities Unlimited

Hospitality Business Plan 101

Presenter: Dipra Jha, Hospitality, Restaurant and Tourism Management, UNL

A Shot of Energy—Supercharge Your Productivity: Surefire Strategies to Re-energize You and Your Workplace

Presenter: Karen McCullough

5:30 p.m. – 9:30 p.m. Norfolk's Evening Event

Thursday, October 24

Conference is business casual.

8:30 a.m. – 3:45 p.m. Registration Open

7:45 a.m. – 9:00 a.m. Tourism Networking Breakfast

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

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

9:00 a.m. – 10:15 a.m. Morning Concurrent Sessions

Marketing Success Bootcamp

Presenter: Brook Kreder, Experts and Empires

Creating a Culture of Service Program

Presenter: Darienne Mobley, Tourism Builders

Highways to History: Heritage Tourism in Nebraska

Presenter: Bob Puschendorf, Nebraska State Historical Society

10:15 a.m. – 10:45 a.m. Break

10:45 a.m. – 12:00 p.m. Morning Concurrent Sessions

8 Ways to Generate New Leads: Expand Your Audience for More Wealth, More Freedom and More Impact

Presenter: Brook Kreder, Experts and Empires

Niche Marketing

Presenter: Darienne Mobley, Tourism Builders

Help 'em Find You: Search Engine Optimization (SEO)

Presenter: Neville Bhada, Tourism Skills Group

12:00 p.m. – 1:30 p.m. Lunch and Marketing Update

1:30 p.m. – 1:45 p.m. Break

1:45 p.m. – 3:00 p.m. General Session

Capturing the Voice of the Tourist: A User-Friendly Guide to Research

Presenter: Neville Bhada, Tourism Skills Group

3:00 p.m. – 3:30 p.m. Dessert Break

3:30 p.m. – 4:45 p.m. General Session

Nebraska Tourism Commission Update

Presenter: Kathy McKillip, Director
Nebraska Tourism Commission

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 Tasting Reception

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



2013
NEBRASKA TRAVEL CONFERENCE
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.com/tcregistration.

Delegate Name _____		Title _____	
Business/Organization _____			
Address _____		City _____	State _____ ZIP _____
Phone _____		Fax _____	
E-mail _____		Website _____	

☐ Check here if a first-time delegate.

If you are attending the NETA Breakfast Meeting at 8 a.m. Wednesday, October 23, please contact JoAnne Hoatson at 308-532-9920 or director@goldenspiketower.com to register. The cost for the breakfast is \$13, payable to NETA.

Registration Fees: Registration form and payment must be received **by October 15**.

☐ **Conference Only Registration**
(Includes materials, meals and breaks. Does not include Nebraska Wine Tasting or Awards Banquet.) **\$150**

☐ **Awards Banquet Only Registration**
(Includes Nebraska Wine Tasting.) **\$40**

Total \$ _____

Payment Enclosed \$ _____

Make check payable to: **Nebraska Tourism Commission**

Mail to: Nebraska Tourism Commission, c/o Heather Hogue, PO Box 98907, Lincoln NE 68509-8907

