

CONFERENCE PROGRAM

Tuesday, October 18, 2016

Tuesday, October 18, 2016 | 8:00 AM – 8:30 PM

8:00 AM	Registration Open
8:00 AM to 6:00 PM	Gering Shop Around/Local Attractions You know you're going to do it...and Gering wants to make sure your shopping excursions are memorable during the Nebraska Travel Conference! Shop Around Gering & Scottsbluff; features our recommendations for the "must shop" stops during your stay. Antiques to quilts, unique home décor to trendy fashions and accessories, and a few stops to refuel with coffee, pastries and spirits. Some stores are within walking distance of the Gering Civic Center; others a short drive with easy-to-follow maps to be provided. Stores will be teeming with sales, style tips and special events throughout downtown Gering and Scottsbluff. The shoppers who visit the most shops register for a \$100.00 spree at any of the stores on the Shop Around!
8:00 AM to 9:30 AM	Lincoln Highway Scenic & Historic Byway Meeting/Chimney Rock Room
9:30 AM to 11:00 AM	Nebraska State Scenic Byways Meeting/Chimney Rock Room
11:00 AM to 1:00 PM	NETA/NACVB Joint Meeting Luncheon/Oregon Trail Room
1:00 PM to 3:00 PM	Nebraska Tourism Commission Meeting/Chimney Rock Room No registration required. Open to the public.
3:00 PM to 4:00 PM	Newcomer's Orientation/Reception/Pioneer Room No registration required. Open to the public. Nebraska Tourism Commission will sponsor a Newcomer's Orientation for first-time delegates to the Tourism 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 and programs with the Tourism Commission and the industry as a whole.
3:00 PM to 4:30 PM	Nebraska Festivals and Events, Inc. Meeting/Pony Room
4:30 PM to 5:30 PM	Welcome Reception/Gering Civic Center Lobby
5:30 PM to 7:00 PM	Dine Around/Gering/Scottsbluff

For those who have visited Gering and Scottsbluff before; you know that great food and hospitality are the earned reputations and trademarks of the area. Tuesday night's "Dine Around Gering & Scottsbluff" offers conference attendees a multitude of choices and unique venues for dining with friends and tourism colleagues. You will find casual sports bars who are home to the voted #1 and #2 Nebraska's best burgers, fine dining with extensive wine cellar offerings, scenic views of the golf course as the backdrop for a cattlemen's cut of prime rib, the best and most authentic Mexican foods you've ever tasted and the finest area-raised Nebraska beef served at a steakhouse famous for spuddie nachos. If your mouth is watering now; just wait until you arrive in Gering and sign-up to Dine Around!

7:00 PM to 8:30 PM	General Manager's Dessert Bar/ Available at Monument Inn and Suites & Hampton Inns
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Wednesday, October 19, 2016 [Bus schedules available in your conference packet](#)

Wednesday, October 19, 2016 | 7:30 AM – 8:00 PM

7:30 AM to 8:00 AM	Breakfast Buffet/ Chimney Rock Room
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7:30 AM to 5:00 PM	Registration Open/ Gering Civic Center Lobby
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8:00 AM to 9:00 AM	Welcome/ Chimney Rock/Oregon Trail Commissioner Deb Loseke- NTC Welcome Tony Kaufman- Mayoral Welcome Andy Pollock- Legislative Update
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Welcome to the 2016 Nebraska Tourism Conference! We are "Renewing Our Legacies" this year as we set out to also renew our minds at this year's conference where we come together to learn, share, connect and innovate.

9:00 AM to 10:15 AM	Keynote Session/ Chimney Rock/Oregon Trail Jon Schallert- Mom and Pop on Top: How To Be Small, But Play Large
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This session, designed specifically for a keynote speech, takes small business owners through a series of realizations. Jon illustrates how large Fortune 100 companies are now repositioning themselves as small companies in their marketing, and how consumers of today enjoy spending money with independently-owned Mom and Pop businesses. Jon also shows audience members the critical mistakes that most Mom and Pop's make when trying to project their uniqueness, their customer service differences, and their product advantages in their marketing and advertising. Attendees of this session will come away with a new enthusiasm for being "small" and knowing better how to leverage their independence to influence consumer spending in their favor.

10:15 AM to 10:45 AM

Networking Break- Visit our Sponsor's Booths & Silent Auction

Gering Civic Center Foyer

10:45 AM to 12:00 PM

Session/[Platte Room](#)

Lori Paulsen/Nathan Hoeft

A Taste of Success:

Creating Wine & Beer Tasting Events

Curious about how to put together a Nebraska wine or beer Tasting event to promote your business, community or organization? This session will provide you the specific how-tos which will help you plan and execute a flawless tasting event that promotes Nebraska products AND meets your goals. From best practices, supply lists and state liquor laws, you'll be ready to plan a taste of Nebraska in your own backyard.

10:45 AM to 12:00 PM

Session/[Pony-Pioneer Room](#)

John Heaston- Get Found on Google
and Other Critical Digital Strategies

With hundreds of successful campaigns under our belt, Pioneer Media shares lessons learned in 2016 and where digital marketing is taking us in the last half of the year and beyond. We'll be reviewing comprehensive digital strategies, including:

- Get Found on Google Search and Maps (In collaboration with GYBO.com)
- Getting Ranked in the Local Stack: Citations/Directories, Reviews and Website Signals.
- Getting Ranked Organically and Converting: Content, Advanced Search Engine Optimization (SEO) and Conversions.
- Integrated Digital Marketing: How Search Engine Marketing (SEM), Digital Advertising (including Programmatic, Micro-Proximity and IP Targeting) and Email Marketing work with Organic Search.

10:45 AM to 12:00 PM

Session/[Wildcat Room](#)

Jon Schallert

Turning Any Business into a Consumer
Destination

This is Jon Schallert's most requested session, continually changed and updated every year. Jon has presented this session to thousands of entrepreneurs, retailers, restaurant owners, service businesses, professional practices and independent business owners around the country. Jon draws on his on-site consulting experience with thousands of independent businesses, and shows any business how to use his trademarked 14-point process for reinventing a business into a Consumer Destination. No other marketing speaker, consultant, or small business coach in the world has analyzed the steps Jon illustrates in this business improvement workshop to become a Consumer Destination.

Attendees will leave with a new understanding of Jon's Destination Business strategies and tactics. Attendees will understand why location, location,

location no longer matters for independent business success, and why waiting for “Big Brother” to reinvent a marketplace fails the majority of the time. Following this session, attendees will understand the importance of reinventing their businesses in order to create the most successful consumer-oriented businesses available.

10:45 AM to 12:00 PM

Session/Dome Rock Room

Dennis Franczak

Breaking Through The Chaos: Marketing Your Destination To Stand Out (And Get Noticed!)

With the rapid evolution of consumer behavior and how they consume media, it's becoming more important than ever to market your destination in new and innovative ways. Dennis Franczak, CEO of Fuseideas, one of the leading tourism advertising agencies in the country, will show you some of the trends and media innovations that can make your destination, even those with limited budgets, get noticed.

12:00 PM to 12:15 PM

Networking Break

12:15 PM to 2:00 PM

General Session & Lunch/Chimney Rock/Oregon Trail

**Regan Anson- Nebraska 150
Celebration**

On March 1, 2017, the State of Nebraska will celebrate its Sesquicentennial, or 150th year of statehood. Planning is underway to commemorate this historic occasion with a yearlong celebration beginning in January that will engage, educate and inspire our citizenry while also leaving a legacy for future generations. Fourteen events and programs, including a children's mobile museum, fitness challenge, whistle stop train tour and statewide book program, will be presented across the state. Learn more at www.ne150.org.

**Derryl Barr- Nebraska and the Great
American Eclipse of 21, August 2017**

The eclipse is coming! On the 21st of August 2017, the umbra! shadow of the Moon will travel a 70- mile-wide highway of darkness across the state of Nebraska. For most cities and towns within its path, "darkness at midday" has not occurred since well before the community's founding. Thus an understanding of the awesomeness and immensity of the event, as well as the opportunities it presents, is difficult for most of us to grasp.

Through the course of human experience, eclipses have inspired both fear and awe, been explained in both fanciful and logical manners, both proven and disproven scientific theories, and also altered the course of history, sometimes for the better and sometimes for the worse.

Communities within the 70-mile-wide path of totality on 21st of August 2017 are as fortunate in fate's random selection of them as are major cities who have vied successfully to host international sporting events. For, indeed, a total solar eclipse is the Olympics of the Cosmos, and Nature has chosen for it to be played out upon our stage.

Eclipse Tourism in the last 30 years has become a multi-billion-dollar industry. Literally hundreds of thousands of people will journey to place themselves within the projected narrow path of totality across America. What can we do to make sure that for many Nebraska is their destination?

Lunch Sponsored by Midwest Living

2:00 PM to 2:15 PM	Networking Break	
2:15 PM to 3:30 PM	Session/Dome Rock Room	David Webster- Mastering Hospitality Communication David Webster's 30+ years in the hospitality, corporate, and entertainment industry has provided him with the insights and communication skills to develop the world's most effective method for connecting with others and directing their thoughts and feelings toward successful results. In the speech, David will explain the journey of discovery which he experienced in order to illuminate in an inspiring way a depth of understanding for all to share. Attendees have touted Mr. Webster's philosophy as both life-changing and game-changing for business and personal success.
2:15 PM to 3:30 PM	Session/Wildcat Room	Bruce Erley- Creating Compelling Sponsorship Offers Where do you go to find potential sponsors and what sort of information will have the greatest impact on gaining a potential sponsor's interest and securing a "yes" to sponsor your event? In this session, we will cover how to research, identify and put together solid sponsor target lists. Then we'll cover the Six "C's" of great sponsorship proposals and the content you should include in your proposals and presentations. Examples will be provided that you can adapt for your own sponsorship proposals when you get home.
2:15 PM to 3:30 PM	Session/Platte Room	Amanda Barker- Volunteerism in Nebraska, Impact on Tourism and Communities Volunteerism is the ultimate exercise in giving-- you give your time and your talent to transform places and things. Along the way, volunteers become deeply invested in the task, and ultimately, the mission. In this session, we'll talk about how the tourism industry can and should harness this energy to make it work for your destination-- capturing the value of volunteer hours, and

creating advocates for your organization along the way. We'll explore how you, as an individual, can incorporate volunteerism into your busy professional lives for a more enriching, collaborative industry.

3:30 PM to 4:00 PM	Networking Break- Visit our Sponsor's Booths & Silent Auction Gering Civic Center Foyer	
4:00 PM to 5:15 PM	Session/ Pony-Pioneer-Platte Rooms	Chris Hobbs- Cyber Security for Planning and Project Management Cyber Security Awareness – What's the big deal? We live in an online world. Shopping, social activities, paying the bills, and communicating, can all be done from your computer, tablet, or phone. With all this personal and business information being sent back and forth, what could possibly go wrong? Plenty! In this presentation, we'll focus on concepts and techniques you can use to help protect your business and personal data from hackers, thieves, and hacktivists. We'll also explore where you can turn to for help in the event you or your organization becomes compromised.
4:00 PM to 5:15 PM	Session/ Wildcat Room	Bruce Erley- Sponsor Service That Assures Success This Year and Next Once you have secured a sponsor for your tourism event or program, how do you keep them happy and wanting to return year after year? In this session, we will cover the essential elements in the "care and feeding" of sponsors that will keep you and them, informed, engaged and working together to make your events even better. Content will cover the Ten Steps to Excellent Sponsor Fulfillment as well as creative sponsor promotions and activations that accomplish their objectives while adding to your attendee's experience.
4:00 PM to 5:15 PM	Session/ Dome Rock Room	Berkeley Young- DIY Research and Planning Every travel industry organization needs a plan. Sometimes we make the planning process too complicated and get overwhelmed. It is far better to have a basic two-page plan than to have no plan at all. This fun session will identify sources of research that is available to you and ways that you can collect data on your own. Additionally we will look at methods to objectively assess your destination and take data into smart strategy for future success. Yes, everyone can have a strategic plan and you don't have to break the bank to get started.
4:00 PM to 5:15 PM	Session/ Legacy of the Plains	William "Biff" Baird- The Care and Feeding of Exhibit Geeks This will be an informal, audience-driven discussion of the use of interpretive media, with an emphasis on using interpretive media to promote and enhance

heritage tourism. The audience will have the opportunity to tour a recently-installed permanent exhibition at the Legacy of the Plains Museum and ask questions about creative issues, technical challenges and costs. The session will include a discussion of the advantages and disadvantages of various media choices, and provide a framework to help participants make decisions about the best way to spend their promotional dollars.

5:15 PM to 5:30 PM	Networking Break	
5:30 PM	Legacy of the Plains	Load Buses for Legacy of the Plains Museum
6:00 PM to 8:00 PM	Farm to Table Reception/ Legacy of the Plains <i>Casual Dress</i> <p>The official welcome to Gering for the 2016 Nebraska Travel Conference will be a casual evening...that's one to remember, hosted by the Gering Convention & Visitors Bureau and our tourism partners. Everyone knows that good food makes for a good time; the Gering Goes the Extra Mile reception will feature the "Legacies" of agriculture and ethnic cultures & cuisines of our area. Hosted at the world-class destination, Legacy of the Plains Museum and campus; conference attendees will experience a multitude of food offerings at stations throughout the Museum, live entertainment, adult beverages, costumed interpreters and a few "surprises" that we'll keep ourselves until you arrive. Outdoor activities will feature horse-drawn carriage rides, hay-rack rides and Smores by the campfire amidst the backdrop of Scotts Bluff National Monument and the clear skies and stars of Western Nebraska. Gering will showcase our community in a different light than you've experienced before, and highlight what can happen when you're willing to "Go the extra mile"!</p>	

Thursday, October 20, 2016 [Bus schedules available in your conference packet](#)

Thursday, October 20, 2016 | 7:30 AM – 2:00 PM

7:30 AM	Registration Open/ Gering Civic Center Lobby	Brand new First Student school buses are available for two morning pickups at Hampton Inn and Super 8.
7:30 AM to 8:00 AM	Continental Breakfast/ Pony/Pioneer/Platte/Oregon Trail Rooms	
8:00 AM to 8:50 AM	Session/ Pony/Pioneer/Platte/Oregon Trail Rooms Guillermo Mazier- Mixing Business with Pleasure: How DMOs and EDOs Realize Ultimate Community Vitality	

How much of a tourist's expenditure goes to a local economy? How many jobs is tourism creating, both directly and indirectly? How much investment from the government and private sector groups is necessary to keep the tourism industry alive and well?

Join Atlas Advertising's CEO, Guillermo Mazier, for a presentation on the connectedness between tourism and economic development, and learn how job creation, a vibrant downtown, and city improvements yield more tourists for communities looking to do things like retain workers and see an increase in visitation.

You'll learn:

How destinations and economic development organizations are breaking down silos to achieve true cross-sector collaboration - strengthening individual industry efforts while simultaneously contributing to the success of the other.

How to craft marketing campaigns that drive awareness, advocacy, consideration, and conversion.

How measuring important tourism metrics can raise the profile of tourism as an economic engine.

Five strategies to leverage tourism marketing.

9:00 AM to 10:15 am

Public Relations/Media Update/[Wildcat/Dome Rock/Chimney Rock](#)

Nebraska Tourism Commission- Angela Sears and Jenn Gjerde

Bailey Lauerman- Abbey Johnson

Swanson Russell- Debbie Geiger

10:15 AM to 10:45 AM

Networking Break/[Gering Civic Center Foyer](#)

Silent Auction Items —Bidding closes at 10:35 AM

Sponsored by Sarpy County Tourism- 2017 Host of NTC

10:45 AM to 12:00 PM

Keynote Session/[Wildcat/Dome Rock/Chimney Rock](#) **David Webster-** How to Flip a Complaining Customer

In this speech/workshop attendees will be asked to participate a little bit as Mr. Webster reveals the exact steps in his method for changing a complaining person to a satisfied customer. The process involves creating a staff-wide formula for formal business behavior and communication. Communication is a two-way street. We must become adept at reading the body language and tone of voice of others as we simultaneously control the messages we are sending out ourselves.

Each attendee will have the opportunity to take on a complaining customer and each will be amazed how easy it is to control the emotions of others when applying Mr. Webster's method. Believe it or not, everyone in the room will succeed in "Flipping" a complaining person to a satisfied repeat customer the first time they try.

This program is raising service scores, increasing client satisfaction, improving staff morale and increasing overall revenue for all of David Webster's clients. He has installed these programs in many of the largest corporations in the world without fail.

12 PM to 2 PM

Celebrate Nebraska Awards Luncheon/[Oregon Trail/Pony/Pioneer/Platte](#)

Join us as we celebrate the Nebraska tourism industry at the Celebrate Nebraska Awards Luncheon. Plan to dress in casual business attire and enjoy a great lunch by the Gering Civic Center to be followed with the awarding of the Nebraska Tourism Industry and Frontline awards and the prestigious Henry Fonda award.
