2014 NEBRASKA AGRI/ECO-TOURISM WORKSHOP REGISTRATION FORM – Delegate Information

Complete one registration form per delegate.
*All fields marked with a * are required.*

*Name: _____
Title: _____
*Business / Organization: _____
*Address: _____
*City: _____
*State / Zip: _____
*Daytime Phone: _____
Fax: _____
Email: _____
Website: _____

____ 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

Please check the appropriate boxes.

☐ Workshop Registration: $92
(Includes all of Tuesday and Wednesday activities – materials, meals, breaks, tasting event. Does NOT include Monday pre-workshop tour & supper.)

☐ Attending tasting event only: $27.50

☐ Monday pre-workshop tour & supper: $11.50
At Burchell's White Hill Farmhouse Inn
(Limit 75 guests)

TOTAL $ _____

Make checks payable to: Nebraska Tourism Commission

Send registration with payment to:
Nebraska Tourism Commission
301 Centennial Mall South, 1st Floor
PO Box 98907
Lincoln, NE 68509-8907

To register online go to **VisitNebraska.com/industry**

2014 NEBRASKA AGRI/ECO-TOURISM WORKSHOP

Learn how to use your land, talents, and ideas to develop a new attraction, increase your operational income and create limitless possibilities. This workshop will include general sessions, breakout sessions and networking opportunities, as well as industry exhibitor booths featuring products and programs essential to your business.

"A Taste of Nebraska Agri-Tourism," a networking event on Tuesday evening, will feature samples of Nebraska foods and beverages, and you will have the opportunity to explore the potential for cross-marketing partnerships with others in Nebraska. If you would like to have an exhibit booth or space to showcase your Nebraska foods or beverages, contact Karen Kollars at 308-249-3220 or karen.kollars@nebraska.gov.

PRE-WORKSHOP TOUR & SUPPER

Join us for "Behind the Scene" tours, great information, and Supper at the Farmhouse Inn!
Bob and Linda Ard are Innkeepers of Burchell's White Hill Farmhouse Inn northwest of Minden, Nebraska. They remodeled Linda's childhood home in 2008 to provide bed and breakfast lodging, a restaurant, and a venue for special events such as weddings, reunions, family gatherings, business meetings, seminars, and retreats. The Ards retired from college teaching in Corpus Christi, Texas…Bob taught Restaurant Management and Linda taught Early Childhood Education. They are members of the Nebraska Association of Bed and Breakfast, Nebraska Restaurant Association, and Grow Nebraska.

Meet at the Holiday Inn Convention Center in Kearney to carpool to Burchell's on Monday, February 3. We will depart at 3:30 p.m. Event will run from 4-8 p.m. Cost is $11.50
Limit: 75 guests

LODGING

A block of rooms has been reserved at the Holiday Inn Hotel & Convention Center, 110 Second Avenue, Kearney, NE until January 5, 2014. The room rate for workshop attendees is $ 79.95 per night for standard rooms plus tax.

Call the Holiday Inn directly at 308-237-5971 or toll-free at 855-444-5769 option "0" and specify you are with Nebraska Tourism Commission 2014 Agri/Eco-Tourism Workshop when making reservations.

REGISTRATION FEE

The workshop registration fee covers the materials, A Taste of Nebraska Agri-Tourism event, meals and breaks on Tuesday and Wednesday. It does not include lodging or the Monday night pre-workshop tour & supper. Your workshop name badge will be your ticket to all functions. Registration fees are listed on the registration form.

REFUND POLICY

A full refund is available before January 24 by contacting Bryce Arens at 402-471-3796 or at bryce.arens@nebraska.gov. Delegate name changes are allowed with prior notice.

KEYNOTE SPEAKER

In the two decades since Carol Patterson left her career as a senior supervisor of 70 oil and gas accountants, she has been helping and writing about Reinventure®, businesses reinventing themselves with adventure.

She helps destinations determine what they have to offer tourists and the steps needed before they welcome the world. Carol's work in product development provides innovative new travel products, some increase revenues 25 percent in one season. Other ideas gain support from destination marketing organizations such as her strategies to diversify adventure tourism that garnered an Excellence in Tourism Award from the Nevada Commission of Tourism.



Carol's travel writing is regularly featured in the Red Deer Advocate and she is the author of several books including The Business of Ecotourism and Handle With Care: Developing a Nature Based Tourism Product in the North. She uses film to communicate; Nature Scapes, her film on engaging youth in the outdoors, has won awards for cinematography and sound design, and is a resource for Robert Bateman's Get To Know program.

Carol used her private pilot's license to create and operate the Calgary Zoo's Flying Zoo program in 1985, the first step in leaving behind her career as a professional accountant to follow her dreams and the open road.

Her peers have recognized her pioneering work in tourism; Carol was named Merit Winner in the Pannell Kerr Forster Research Award competition and in 2008, received the prestigious Woman of Vision.

Carol is also an Adjunct Assistant Professor and teaches adventure tourism classes at the University of Calgary.

GROWING PARTNERSHIPS... HARVESTING SUCCESS

NEBRASKA AGRI/ECO-TOURISM WORKSHOP

February 3-5, 2014
Holiday Inn Hotel and Convention Center, Kearney, NE

Why Should You Attend?

- Learn how to get the most out of your land.
- Gain the latest industry knowledge.
- Hear fresh marketing ideas.
- Find greater financial opportunities.
- Network with potential partners.



Hosted By: NEBRASKA Tourism Commission

In Partnership With: NEBRASKA GAME & PARKS; Nebraska Department of Agriculture; populace mobile/social

2014 Nebraska Agri/Eco-Tourism Workshop
Holiday Inn Hotel & Convention Center
Kearney, NE
February 3-5, 2014

MONDAY, FEBRUARY 3, 2014

2 p.m. – 4 p.m. ***REGISTRATION***

3:30 p.m. ***Depart from Convention Center for Burchell's***



4 p.m. – 8 p.m. ***Pre-Workshop Tour & Supper at Burchell's White Hill Farmhouse Inn***

Join us for Supper at the Farmhouse Inn. Tour the "Back of the House", "Innkeeper's Side Door", "Behind the Scene" at a country inn in Central Nebraska. Expect to learn about: How to design a commercial kitchen in the barn? How to keep that farm fresh flavor in your meal service? How to market the farm without selling out the farm? How to connect your guests with Nebraska Agriculture and Ecology? How to build partnerships with those who share your vision?

TUESDAY, FEBRUARY 4, 2014

8 a.m.- 12 p.m. ***REGISTRATION***

8 a.m. ***Exhibitor Booths Open***

9 a.m. -10:45 a.m. ***Low Cost – No Cost Public Relation Strategies – Debbie Geiger, Geiger and Associates & Dave Wegener, Swanson Russell***

Learn why media marketing is such a cost effective marketing strategy and how the Nebraska Tourism Commission's media tour program offers communities and small businesses an opportunity to put their offerings before potential customers through visibility in key regional and national media outlets. Information will be shared on how to take advantage of current tourism trends in your marketing efforts for greater sales impact. Plus learn how to package your business and community to increase the interest of media and consumers. Lots of interesting examples will be covered! Additional information shared on working with Nebraska media plus social media best practices.

11:30 a.m. -1:15 p.m. ***WORKING LUNCH: Welcome and Opening Remarks***

12:45 p.m. – 1:10 p.m. ***RFD-TV Presentation***

A cable channel aimed at rural America will showcase clips from Nebraska events they have promoted and supported. Hear tips regarding outside markets and unique niche needs that Nebraskans could tap into, one such example being the Rose Bowl Parade!

1:15 p.m. – 1:30 p.m. ***BREAK***

1:30 p.m. – 2:45 p.m. ***REINVENTURE® -Reinvent Your Business and Life with Adventure***

Carol Patterson, President, Kalahari Management Inc.
Sharing her adventures as a professional accountant turned tourism consultant, Carol Patterson will show that you don't have to invent the next "big" thing to prosper. By sharing stories of others who have looked at things already being done and made it their own with creativity and unusual combinations, Carol will help you reinvent your tourism organization and ignite the untapped passions within.

2:45 – 3:15 p.m. ***BREAK – Opportunity to visit the Exhibitor Booths***

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

1. ***50 percent of Your Marketing Isn't Working. Learn How to Leverage & Track Your Current Marketing to Make that 50% Disappear. Steve Maly, Maly Marketing***

During this session, we'll learn what the lifetime value of your clients currently is. We'll know the exact amount of money they will spend with you over the next three years and we'll build profiles of those buyers so you know how to attract them again and again. Marketing is all about communicating the right message in the right way at the right time. We'll examine all of that plus look how to leverage who your buyers are currently in front of to get more business. Attendees will walk away with a completed guide knowing the lifetime value of their clients, who they are exactly and how to leverage your future marketing campaigns to attract more of them.

2. ***Wildlife View – Nebraska Game and Parks Commission***

Wildlife viewing is one of the most popular outdoor past times with young and old alike. Attend this session if you'd like some practical tips on how to add wildlife viewing (or even wildflower viewing) to your operation. From locating and building blinds, to the etiquette of access them during sensitive times for wildlife and how to find a market for your experience, this session will cover many of the unique and practical aspects that need to be addressed to make wildlife viewing a successful endeavor.

3. ***Food Safety & Nebraska Food Codes – George Hanssen, Nebraska Dept. of Ag, Food Safety and Consumer Protection Administrator***

Thinking about serving or selling food? Come and learn what you need to know about food safety in your business, at farmers markets, and at temporary events.

4. ***Anatomy of an Event – Dr. Gina Causin, UNL Assistant Professor HRTM***

Ever wonder where do I begin? You'll know after attending this session. Learn how to identify the dimension of an event experience, forecast potential gaps and discrepancies, and more. You will be able to develop a strategy for creating and coordinating a comprehensive event experience.

4:30- 5 p.m. ***Agritourism Potential: What Does it Take? Brian Baskerville, Geographer***

People in rural areas of the world are developing and implementing tourism programs to help diversify and reinvigorate their local economies. Recently farmers, ranchers, and rural community organizations in the Great Plains have been looking to tourism to help mitigate "rural flight." The viability of agritourism, though, depends on a variety of factors contributing to its potential for success and sustainability. This session explores the factors important for success in agritourism, highlighting the important findings in the research.

5 p.m. – 7 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, FEBRUARY 5, 2014

7 a.m. – 8 a.m. ***BREAKFAST***

8 a.m. – 9:15 a.m. ***Inventorying Your Potential, Carol Patterson***

Learn to think like an explorer and see your community as you've never seen it before. You may be surprised at what tourists pay for, but identifying what travelers value and how you can meet their needs will add money directly to your bottom line. Find out how to inventory your area's assets with fresh eyes and discover how unconventional partners and approaches can bring new products and revenues.

9:30 a.m. – 10:45 a.m. ***BREAKOUT SESSIONS***

1. ***50 percent of Your Marketing Isn't Working. Learn How to Leverage & Track Your Current Marketing to Make that 50% Disappear. Steve Maly, Maly Marketing***

During this session, we'll learn what the lifetime value of your clients currently is. We'll know the exact amount of money they will spend with you over the next three years and we'll build profiles of those buyers so you know how to attract them again and again. Marketing is all about communicating the right message in the right way at the right time. We'll examine all of that plus look how to leverage who your buyers are currently in front of to get more business. Attendees will walk away with a completed guide knowing the lifetime value of their clients, who they are exactly and how to leverage your future marketing campaigns to attract more of them.

2. ***So Many Ideas ~ Where to Start~ What Will Work? Dena Beck, REAP***

Are you looking to try something new with your business? Have ideas, but are going nowhere? Let Dena Beck, Loan Specialist and Sr. Project Leader with the Rural Enterprise Assistance Project-REAP, walk you through a hands-on exercise that will leave you with some direction, clarity and potential partners.

3. ***How to Create Public/Private Partnerships – Jeff Fields, Ponca State Park and the Better Ponca Foundation***

Learn how the small town of Ponca and nearby Ponca State Park have worked together to create a successful public/private partnership that has led to economic development, business opportunities, civic involvement and the enhancement of the community. This unique relationship has created several successful events, including the Missouri River Outdoor Expo, a weekend event that attracts more than 50,000 people each September. Learn how the involvement of local people and business leaders have helped make this area into a destination for events and activities, and how both the community and park have benefited and developed a year-around revenue stream.

4. ***Green Events: What to Know About Going Green? – Dr. Gina Causin, UNL Assistant Professor HRTM***

In an industry as hectic as the events industry where every detail is important, it is easy to understand why planners, suppliers, vendors, and facility manager want to streamline wherever possible. So why should event industry professionals take on the extra challenge of going green? The answer boils down to a few important points.

10:45 a.m. – 11:15 a.m. ***BREAK – Opportunity to visit Exhibitor Booths***

11:15 a.m. – 12:30p.m. ***Hear It First Hand from the Experts***

A group of panelists will share their stories of developing Agri/Eco-Tourism businesses, their successes and challenges along the way. Can this business really be profitable? The benefits of collaboration… and much more.

12:30 p.m. – 12:45 p.m. ***CLOSING COMMENTS***

Register online at www.VisitNebraska.com/industry