Monday, February 22, 2016
Venue: Sets out from the Midtown Holiday Inn
9:00 – 9:45 a.m.
Venue: Raising Nebraska Exhibit (Nebraska Building)
Tuesday, February 23, 2016
Venue: Raising Nebraska Exhibit (Nebraska Building)
7:00 – 9:00 a.m.
Venue: Nebraska Mushroom (Ash Gordon) 1982 E. Citation Way, Grand Island
6:30 – 7:30 p.m.
Venue: Nebraska Mushroom (Ash Gordon) 1982 E. Citation Way, Grand Island
Wednesday, February 24, 2016
Venue: Grand Theatre in Railside (downtown)
8:00 – 9:45 a.m.
Venue: Nebraska Mushroom (Ash Gordon) 1982 E. Citation Way, Grand Island
6:30 – 7:30 p.m.
Venue: Nebraska Mushroom (Ash Gordon) 1982 E. Citation Way, Grand Island

Tourism is increasing across the United States, as a way to bring economic development into communities and tap into the outdoor recreation market. Through stories and videos, we will share what we have learned about successful bicycle tourism from communities and small businesses across the US, including the best ways to build a bicycle tourism initiative and market a destination to the cycling world.

Hands-on Social Media – (Rebecca McCormick) Learn how to create compelling content without spending a fortune or staying up all night.

4:00 - 4:20 p.m.
Break with exhibitors
4:20 – 5:30 p.m.
Breakout Sessions

Ready to Grow - (Erin Pirro) We re all ready to add help when there aren't enough hours in the day. But when does it make financial sense to hire an employee or expand your workforce? In this session, we'll
turn the conversation from "how do I know?" to "now I know" – and see if that makes sense for the coming year. You'll leave this workshop with a useful tool and the know-how to objectively evaluate a proposed business and know what it will take to make it work. Then, using the good management records you started to compile in the earlier session, you'll be able to plan for the kind of year you want to have.

Nebraska Star Party – (John Johnson) – Some of the best views can be had by just looking up. Hear from Nebraska Star Party member John Johnson and how you can utilize your night sky. The session will be an engaging opportunity in Grand Island through planning, partnering and doing.

Stop Lighting Money on Fire – Brent Linder, Owner of Sin City, Wine Pizza, J Alfred Pruick's and the Glass Bar.
1:45 – 2:30 p.m.
What's Your Story? – Rebecca McCormick
What to say, how to say it and the best ways to share it on social media.
2:30 – 2:50 p.m.
Break with Exhibitors
2:50 – 4:00 p.m.
Concurrent Breakout Sessions

Want to Own the Most Profitable Tool for your Business? You Already Do. (Erin Pirro) Businesses keep financial records for their tax returns, right? Sure, some do. But what if there was a way to make those records help you more than they help your accountant or the IRS? Join Erin Pirro for an interactive workshop that shows you how to get more from your records, no matter where you are in size or stage of business. Turn something you have to do into something you want to do – because it will make more money for your farm, for you, and for your family. We'll use a hands-on case study in the workshop, so come prepared with a writing implement and a calculator. Bring your profit and loss statement to work with

Building Bicycle Tourism – (Russ Rosc & Laura Crawford) Bicycle

Creating an environment that encourages entrepreneurship is imperative to small business growth in your community. Sam Nelson will share his thoughts on how your community can make itself appealing to entrepreneurs.

11:00 a.m. – Noon
So You Want to Start a...
Get questions answered before delving into the business.

- Brewery
- Growing Hops – Caleb Polland, Craft Brewers
- Winery
- Growing Grapes – Lori Paulsen, WGCGA
- Profit Off of the Land with A Safe Agri / Eco-Tourism Business – Daryl Jones, Natural Resource Enterprises Program, Mississippi State University. Come ask questions pertaining to how to establish a successful outdoors recreational business on your property. A well-planned natural resource enterprise can earn income and encourage tourism to your property – making your land more valuable to you as a landowner.

11:00 a.m. – Noon
Participating to Grow Your Community
Delegates of a community partnership talk about how collaboration is cultivating bold ideas that create business and quality of life opportunities in Grand Island through planning, partnering and doing.

9:50 a.m. – Noon
Stop Lighting Money on Fire – Steve Maly, Maly Marketing
Unfortunately that is what many companies do when they don’t fully understand their target markets or how to market to them. During this session we will shine in on defining your best buyers, discovering their lifetime value to your firm and how to best market to them. We will discuss how to gain the most bang for your marketing buck, how to track your marketing ROI and how to leverage today’s digital world. We will also conquer the world and bring internal peace to our society. It will be a blast and you will walk away with tangible action items that you can implement the moment you leave the room.

12:15 – 1.45 p.m.
Farm to Fork Lunch – Brent Linder, Owner of Sin City, Wine Pizza, J Alfred Pruick’s and the Glass Bar.

1:45 – 2:30 p.m.
What’s Your Story? – Rebecca McCormick
What to say, how to say it and the best ways to share it on social media.

2:30 – 2:50 p.m.
Break with Exhibitors

2:50 – 4:00 p.m.
Concurrent Breakout Sessions

- Want to Own the Most Profitable Tool for your Business? You Already Do. (Erin Pirro) Businesses keep financial records for their tax returns, right? Sure, some do. But what if there was a way to make those records help you more than they help your accountant or the IRS? Join Erin Pirro for an interactive workshop that shows you how to get more from your records, no matter where you are in size or stage of business. Turn something you have to do into something you want to do – because it will make more money for your farm, for you, and for your family. We’ll use a hands-on case study in the workshop, so come prepared with a writing implement and a calculator. Bring your profit and loss statement to work with

- Building Bicycle Tourism – (Russ Rosc & Laura Crawford) Bicycle

Tourism is increasing across the United States, as a way to bring economic development into communities and tap into the outdoor recreation market. Through stories and videos, we will share what we have learned about successful bicycle tourism from communities and small businesses across the US, including the best ways to build a bicycle tourism initiative and market a destination to the cycling world.

Hands-on Social Media – (Rebecca McCormick) Learn how to create compelling content without spending a fortune or staying up all night.

4:00 – 4:20 p.m.
Break with exhibitors
4:20 – 5:30 p.m.
Breakout Sessions

Ready to Grow - (Erin Pirro) We re all ready to add help when there aren’t enough hours in the day. But when does it make financial sense to hire an employee or expand your workforce? In this session, we’ll
2016 AGRI/ECO-TOURISM WORKSHOP REGISTRATION

Register online at Industry VisitNebraska.com (A 5.5% processing fee is added to online payments). Complete one registration form for each attendee.

Name: _____________________________________________

Business/Organization: _____________________________________________

Address: ________________________________________________

City: _____________ State: ____________ Zip Code: _____________

Daytime Phone: ____________________________

Email: _____________________________________________

Website: _____________________________________________

☐ Check if you are currently engaged in an agric/eco-tourism business

☐ Check if you are interested in starting an agric/eco-tourism business

Workshop Registration: $100

Includes all of the activities, materials, food, breaks, tasting.

Does not include Monday B2B tour/meal or lodging.

Attending Tuesday tasting event only: $ 25

Monday B2B Tour and suppers: $ 25 (Limit 75 guests)

TOTAL ENCLOSED $ __________

Make check payable to & mail to: Nebraska Tourism Commission

Attn: Byrce Arens

PO Box 98907

Lincoln, NE 68509

Please select the sessions you plan to attend.

TUESDAY 9:50-Noon

AGRI/Eco-Tourism Workshop to create a stronger networking opportunity. In previous years, the MarketPlace Nebraska was hosted by the Center for Rural Affairs to energize and connect entrepreneurs, small business owners, service providers and communities. The 2016 Nebraska Agri/Eco-tourism workshop will provide those people and more, including, community leaders, landowners, farmers and ranchers, with information on how to establish, finance, market and grow businesses based on agri/eco-tourism and small business partnerships. Participants will come away with fresh marketing ideas, greater financial opportunity and numerous new contacts.

The workshop will kick off with educational B2B tours on Monday.

Tuesday’s sessions and events will be at the Raising Nebraska Exhibit in the Nebraska Building on the State Fairgrounds, where all types of breakout sessions will take place, giving folks a chance to learn from a variety of industry professionals and gather information from the Resource MarketPlace. Tuesday night, the Taste and Feel of Nebraska event will give attendees the opportunity to network while sampling local products. Explore the potential for cross-marketing partnerships with others! The workshop will wrap up with Wednesday sessions at the Grand Theatre in downtown Grand Island.

If you would like to have an exhibit booth or space to showcase your Nebraska foods, beverages, or local made products, contact Karen Kollars at 308-249-3220 or Karen.kollars@nebraska.gov.

REGISTRATION FEE

The workshop registration fee covers materials, the Taste & Feel of Nebraska event, meals and breaks on Tuesday and Wednesday. It does not include lodging or the Monday B2B tours and meal. Your workshop name badge will be your ticket to all functions. Registration fees are listed on the registration form. You may also register online with a credit card at http://industry.visitnebraska.com. A 5.5% processing fee is required for all online payments.

LODGING

A block of rooms have been reserved at the Midtown Holiday Inn (2503 S. Locust St.) in Grand Island until January 31, 2016. Call 308-384-1330 and ask for the Nebraska Agri/Eco-tourism block to secure your special room rate of $87.95 (plus tax).

B2B TOURS & SUPPER

February 22, 1-7 p.m.

The Business to Business (B2B) Tours provide attendees the opportunity to go behind the scenes to see how businesses really make things work. This year we will be touring the Nebraska Mushroom Farm and Crane Trust Nature and Visitor Center, where we will enjoy dinner while hearing from John Wayne, owner of Wayne Cycles.

Nebraska Mushroom owner Arch Gordon will deliver an instructive tour of his unique mushroom farm located in an old warehouse. Gordon thinks of cultivating mushrooms as a craft and he will illustrate how he sustainably raises the mushrooms in a controlled environment, harvests, and value adds to his specialty crop.

The Crane Trust mission is to protect and maintain the physical, hydrological and biological integrity of the Big Bend area of the Platte River so that it continues to function as a life support system for whooping cranes, sandhill cranes and other migratory bird species. They will discuss how they accomplish this mission with the help of tourism and what specific functions are keys to their success. Senior Director Brice Krohe will discuss upgrades to their trail systems, crane viewing blinds, accommodations and signage showcasing the incredible resources found throughout their property. Visitor Center Coordinator Cheryl Jones will discuss ideas and continual changes found throughout the Nature Center and showcase what visitors appreciate the most. Community Outreach Manager Cortney Shaefer will talk about how they are increasing volunteers, neighbors and friends throughout the world by hosting events, presentations and reaching out to new groups. The trust will also lead a behind-the-scenes experience of their organization to inform other groups on what has worked and hasn’t worked for a small, local non-profit organization with a very dynamic staff.

Wayne Cycles in Grand Island has been the hub for cycling in central Nebraska for many years, offering quality bicycles and repair services to Grand Island and the surrounding areas. John has also been instrumental in bringing trails and pre-cycling legislation to the city of Grand Island.

Meet in the lobby of Midtown Holiday Inn in Grand Island at 1:00 p.m. to carpool to the various businesses on Monday, February 22. Or feel free to meet us there. The event will run from 1:30 – 7:00 p.m., includes evening meal. Cost is $25, limit 75 guests.