

The 2009 Governor's Agri/Eco-Tourism Workshop will offer the Nebraska tourism industry a fun way to network, learn and cross-promote business.

This year's workshop will take place Feb. 3 and 4 at the Sandhills Convention Center in North Platte. It is sponsored by the Nebraska Department of Economic Development's Travel and Tourism Division, along with co-sponsors Nebraska Game and Parks and the Nebraska Department of Agriculture.

Keynote speaker Ross Ament will talk about "Putting Experience Into Your Business."

Most agri/eco-tourism attractions work to build a memorable experience for visitors, and Ament's lively presentation will examine some of the best practices in a variety of events, environments and participatory experiences.

Guest speaker Greg Wagner, best known for the entertaining television and radio spots he does as spokesman for the Nebraska Game and Parks Commission, will speak about the diversity of Nebraska tourism and how, even in an economically challenging time, agri/eco tourism destinations can band together and find success.

Other sessions include Web site design and development, community building, hunting, the Farm Bill and building conservation efforts into your business.

BIT Mobile will lead three sessions on Web 2.0: "Are you a Blogger?," "Being a Good Social Networker" and "Podcast Tours." Each session is limited to 14 participants, so be sure to sign up early.

Robert Moore, with Wright Law Co., will give a two-part presentation on the liability issues concerning parking lots, the American with Disabilities Act, animals, direct marketing and operations. The session will include fact sharing, discussion and court decisions from actual cases.

On Tuesday evening, plan to attend "A Taste of Nebraska Agri-Tourism," a social event featuring samples of Nebraska wines, beers and an array of homegrown and homemade foods.

Businesses that would like to have an exhibit booth at either the entire conference or at Tuesday night's special event, where they can showcase food or beverages, can contact Karen Kollars at [kkollars@visitnebraska.org](mailto:kkollars@visitnebraska.org).

For more information on the 2009 Governor's Agri/Eco-Tourism Workshop, visit [www.VisitNebraska.gov/industry](http://www.VisitNebraska.gov/industry). There you can download a program, view speaker bios and register online.

Chase County Tourism Coordinator and Marketing Director Claudette Swanson can also be contacted for more information at 308-882-3964.