



Lewis & Clark Scenic Byway

Attention Byway Partners:



Consider yet another New Year's Resolution: make the most of your Byway partner membership. Not sure how to do this? Just remember to keep us informed!

Let us know when you have an upcoming event, special offer, sale, open house, workshop, seminar, conference, activity or entertainment. Call or email us with the details so we can include it on the Byway newsletter calendar. We can also send your event details to Byway members via email.

Even better: email us an ad or flyer (jpg or gif format) and we can run it as a free ad in the Byway newsletter (space available, first come-first served) and post it on the Byway website to help you get the word out. Or, consider writing an article for the Byway newsletter. All these options are available to Byway Partner members. Partner memberships cost \$50.00 a year.

To keep us informed, call Deb Ward at (402)685-5175, fax information to (402)685-5172, or email information to: deb.ward@rcdnet.net.

Contact Deb Ward at (402)377-7220 if you have any questions or for more information about Byway Partner memberships.

New Partners!

The Lewis & Clark Scenic Byway welcomes:

The Green Lantern Steakhouse & Lounge, Decatur

Master's Hand Candle Co. & Giftshop, Tekamah.

Next Byway Meeting!

Join us Wednesday, January 19th at 10:00 a.m. for the monthly meeting of the Lewis & Clark Scenic Byway. Meet at the South Sioux City Convention & Visitors Bureau, 3900 Dakota Ave. Ste. 11, South Sioux City, NE 68776. Contact Kent Neumann or Deb Ward at (402) 685-5175 for more info.

Hope to see you there!

Schedule of Events

- Jan. 16 **Paul Fell** caricaturist and editorial cartoonist. 2:00 p.m.. This Sunday afternoon at the Museum program is free and open to the public. Reception following the program. The Neihardt State Historic Site, 306 W. Elm Street, Bancroft, NE. For info: www.neihardtcenter.org or 1-888-777-4667

- Partners: send us information about your events so we can include it on this calendar. There is no reason not to take advantage of this advertising opportunity.

January 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

December Meeting Minutes

The meeting was called to order at 10:05 a.m., Wednesday, December 1, 2010 by President John Slader at the RC&D office in Oakland, NE. Members present were Brent Clark, Dawn Maslonka, Kent Neumann, Dick Leitschuck and Mark Schultz. Others present were Deb Ward, RC&D Program Support Assistant and Twyla Witt, Nebraska DED Division of Travel and Tourism. Motion and second to approve the agenda carried. Motion and second to approve the minutes of the October 27, 2010 Byway meeting carried. **Treasurer's Report**- No receipts and no expenditures and an account balance of \$533.83.

Motion and second to accept the Treasurer's Report carried. **Correspondence Proposed Cell Phone Tower North of Blair**- Request for a Section 106 Comment for the location 5 miles north of Blair and 0.5 mile east of US Highway 75. John and Mark will review the location and respond for the Byway.

National Byway Conference- August 21-24, 2011 at Minneapolis, Minnesota. \$450 registration, Rooms \$120 per night, more information at www.bywaysresourcecenter.org

Committee Reports

Membership- Will send out Membership Invoices and Applications with the 2010 Byway Report and a Byway Survey to current and former members and potential members. Annual dues will remain at \$15 for Individuals plus \$5 for regular mailings and \$50 for Partners. Twyla will provide a listing of area tourism businesses. **Tonwantonga Historical Marker Site**- RC&D Board Member Mark Lorensen of Lorensen Lumber has offered to seek donated materials for a white topping of the circle drive at the marker site from fellow area concrete suppliers. **Art Tour "Looking for Art"**- Along the Byway, scheduled for April 29, 30 and May 1, 2011. Motion and second that no space fee will be charged for Byway Partner Members carried. Otherwise there will be a \$10 space fee for the event. The event will be advertised on Byway Website and Facebook. Motion and second to request the Nebraska Loess Hills RC&D to place 1/4 page color ad for the Art Tour in the March/April 2011 issue of Nebraska Life magazine at a cost of \$375 carried. Motion and second to request a similar ad in the May/June issue for Pender Brew and Q event carried. Motion and second to request a similar ad in the July/August issue for the Washington County Historical Association Tractors Tall and Small event carried. Nebraska Life will be asked to cover these events for a possible feature story. **Byway Website**- Kelli Paulson Web Design has invoiced the Byway for \$119.70 for hosting this website for the period January through June 2011. Agreed to hold the payment of this invoice until the domain name for the site is transferred to the RC&D.

NNTC Visit Northeast Nebraska 2011 Visitors Guide- Agreed to request the Byway ad design to include the Byway and the Art Tour. **New Business Byway Rack Cards**- The RC&D has a membership in the Corps of Discovery Welcome Center which includes a 4 1/2 inch Rack Card space. Need a 200-500 supply of cards to display. President Slader appointed Dawn Maslonka, Brent Clark and Mark Schultz to develop Byway Rack Cards for this display space. **Twyla Witt**- Asked how many 2011 Nebraska Travel Guides could be used in our Byway area. Brent Clark will take a pallet of the publications for distribution. They will be available January 4th or 5th. Nebraska Travel and Tourism through October 2010 has mailed some 316,000 copies of the

February 2011

Schedule of Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

• Feb. 19 **Nebraska History Day at Midlands University.** 9:00 a.m. to 4:00 p.m. The Washington County Museum co-hosts this event for history students all across the region. Debate & Diplomacy is the topic. All are welcome to come and see the action. For info contact the Washington County Historical Assoc. (402)468-5740 www.newwashcohist.org

•Feb. 19 **Fashions of the 20's & 30's** exhibit opens. Fashions will be on exhibit through August 13th at the Washington County Museum in Ft. Calhoun. For info contact the Washington County Historical Assoc. (402)468-5740 or www.newwashcohist.org

• Feb. 20 **Allison Hedge Coke** author UN-Kearney 2:00 p.m. This Sunday afternoon program at the museum is free and open to the public. The Neihardt State Historic Site, 306 W. Elm St., Bancroft, NE. For info: 1-888-777-4667, www.neihardtcenter.org

December Meeting Minutes (cont.)

They will be available January 4th or 5th. Nebraska Travel and Tourism through October 2010 has mailed some 316,000 copies of the 2010 Nebraska Travel Guide at a cost of \$1 per copy.

Upcoming events include: **Mid America Sports and Travel Show-** January 21-23, 2001 at Council Bluffs, Iowa. **2011 Governor's Agri/Eco-Tourism Workshop** – February 1-2, 2011 at the Ramada Inn and Conference Center in Kearney, NE. For more information see www.VisitNebraska.gov/industry **42nd Annual Boat, Sports and Travel Show-**February 4-6, 2011 at the Lancaster Event Center in Lincoln, NE. Golf exhibit opportunities. For information see www.lincolngolfexpo.com **Omaha Sports and Travel Show-** February 26-28, 2011 at Qwest Center. \$695 booth space fee. **Sports and Travel Show-** March 30- April 1, 2011 at Minneapolis, Minnesota.

Pender Brew and Q- June 18, 2001 at Pender, NE. **Cardinal Festival-** August 5-7, 2011 at South Sioux City, NE. **Tractors Tall and Small-** August 13, 2011 at Ft Calhoun, NE. **Nebraska State Fair-** August 26-September 5, 2011 at Grand Island, NE. **Next Meeting-** Agreed to meet at 10:00 a.m., Wednesday, January 19, 2011 at the South Sioux City Visitors and Convention Bureau. Adjourned at 12:00 noon.

Dick Leitschuck, Secretary/Treasurer

Help Your Community!

Time changes everything— your community included. Businesses come and go. New attractions pop up. Stores open earlier or later. The Lewis and Clark Scenic Byway website needs to reflect these changes. So the next time you are on the internet, visit

www.lewisandclarkscenicbyway.com

Click on your community and look at the information. If you know something is outdated, missing, or just plain wrong, let us know so we can change it. Send website changes to: deb.ward@rcdnet.net , or call (402)685-5175, fax (402)685-5172, or mail to the Lewis & Clark Scenic Byway, 408 North Oakland Avenue, Oakland, NE 68045.

We truly appreciate your time and help in keeping the Byway website up to date for travelers, tourists and visitors everywhere.!



INDEPENDENT INSURANCE
AGENTS OF NEBRASKA

CISR COMMERCIAL CASUALTY

8 P/C CEUs

MARCH 8 – OGALLALA – Adams Bank & Trust Ops Center
MARCH 9 – S. SIOUX CITY – Marina Inn
MARCH 10 – LINCOLN – IIAN Learning Center (84th & Holdrege)

WHAT WILL BE COVERED

Commercial Casualty

- The ISO Commercial Package Policy (CPP).
- Commercial General Liability Form
- Business Auto Form
- Overlooked Endorsements
- Workers Compensation Issues

LOGISTICS

Cost of the course is \$139 – this includes 2 breaks & materials. **Lunch is on your own.** You will receive a confirmation in the mail. Contact IIAN (402) 476-2951 if you need your CE in a hurry. Extra charges may apply.

*Iowa CE requests require an \$8 state processing fee.

Registration – 7:45 am local time
Class – 8:00 am sharp – 3:45 pm
CISR Exam 4:15 – 5:15 pm
Exam is optional for those not pursuing the CISR Designation.

Insuring Commercial Casualty is approved for 8 P/C CEU's in Nebraska. Please call the National Alliance at 1-800-531-5197 for approval status in other states.

There will be a \$25 cancellation fee for all cancellations received within 5 working days of the course, whether you credit the balance to a future course or not. Full refund will be given for cancellation by IIAN.

In accordance with Title III of the ADA, we invite all registrants to advise us of any disability & any request for accommodation to that disability. Call IIAN at 800-377-3985 with questions.

Register Today!

If you are planning to attend, please register now and no later than February 28, 2011. Class may be cancelled due to low attendance. Ten attendees are required at each location to hold the class. Make your commitment now.

Go to: www.iian.org to register
Click on Education/calendar

You can register, choose your payment type (credit card or mail in a check), and receive **INSTANT confirmation** all from your computer! IIAN is making an effort to be more responsible toward the environment by using online registrations, please look for more to come.



THE NATIONAL ALLIANCE
for Insurance Education & Research

If you wish to be removed from future fax messages from IIAH, 6231 Northwold Drive, Ste B, Lincoln, NE 68505 – Telephone 402-476-2951 please call 1-800-377-3985 or fax message to 402-476-1536.

The 2011 Governor's Agri/Eco-Tourism Workshop will be Feb. 1-2 at the Ramada Inn & Conference Center in Kearney.

The workshop will include general sessions, break-out sessions and networking opportunities, as well as industry exhibitor booths featuring products and programs essential to agri/eco tourism. "A Taste of Nebraska Agri-Tourism" networking event on Tuesday evening will offer samples of Nebraska wines, craft beers and an array of fabulous home-grown/homemade foods.

A highlight of the workshop will be keynote speaker Stan Meador, founder, owner and general manager of the X Bar Ranch Nature Retreat in Eldorado, Texas. Meador will share 15 years worth of experiences from starting and running a tourism enterprise on his family's fifth generation ranch. This "nuts and bolts" presentation will help participants better understand why and how to diversify, how to manage various businesses operating on the same piece of land, and how to offer and market a recreation product.

Meador will also offer a breakout session on marketing, and facilitate a new session called "What Flew and What Flopped" that invites workshop participants to share insights from successful, and unsuccessful, programs.

Other workshop sessions will include: how value-added marketing can increase local economic impact when paired with natural attractions; business plan development resources available in Nebraska; and how to create and use interactive maps and geo-location tools to attract clientele.

To learn more about, or register for, the 2011 Governor's Agri/Eco-Tourism Workshop, go to www.VisitNebraska.gov/industry.

nebraska

WHAT'S IN IT FOR YOU?

GOVERNOR'S AGRI/ECO-TOURISM WORKSHOP

February 1-2, 2011

Ramada Convention Center—Kearney, Nebraska

Early registration is \$60. Late registration (begins Jan. 22) is \$75.

For more information or to register for this workshop,
go to www.VisitNebraska.gov/industry
or call Tom Tabor at 402-326-1587 or Karen Kollars at 308-249-3220.

2011 Governor's Agri/Eco-Tourism Workshop

Tuesday & Wednesday,
Feb. 1-2, 2011

Ramada Conference Center,
Kearney, NE

TUESDAY, FEB. 1, 2011

Noon to 1 p.m. **REGISTRATION**

1:00-1:30 p.m.

Welcome & Opening Remarks

1:30-2:45 p.m.

Changing Lens' Changing Focus: Macro to Micro Opportunities

Keynote Speaker
Starr Meador,

Founder, Owner & GM, X Bar Ranch

Starr Meador, founder, owner and GM of the X Bar Ranch Nature Retreat will share 15 years worth of experiences from starting and running a tourism enterprise on his family's fifth generation ranch near Elkhart, Texas. As more family members, including younger generations, become involved and financially dependent on the ranch, the family has had to adapt the way the ranch is managed and run. This will be a nuts and bolts presentation on understanding why and how to diversify, how to manage various "businesses" all operating on the same piece of land, reasonable expectations, and how to offer a recreation product.

2:45-3:15 p.m. **BREAK**

Opportunity to visit exhibitors' booths

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

1. Pass the Binoculars

Starr Meador,

Founder, Owner & GM, X Bar Ranch

Understanding niche marketing and market segmentation, and realizing its impact on product development, pricing and marketing strategy. Starr will demonstrate how to pick apart various target market segments, how to learn which segments may be most attracted to your product offering, which may be most profitable, and how to reach these segments.

2. You Are Here! Maps for Business

Colette Hancock,
University of NE Extension Educator

You Are Here! Learn how to create and use interactive maps and geo-location tools to bring clientele to your doors. Many people are using their computers and handheld technology to make decisions about their next step or purchase. Too often the commercial mapping and GPS tools available are woefully inaccurate for getting our business information to potential customers.

3. Business Startup and Assistance Overview

Steve Williams,
Business Development Consultant,
NE Dept. of Economic Development

Not sure how to begin or even where to start? Here is your chance to find out. Review business plan development resources, business counseling services, and entrepreneurial training programs available in Nebraska. Discover the basic steps to registering a business, public business financing, and incentives available.

4. I've Seen the Birds, So Now What Can I Do?

Connie Francis,
Extension Educator, University of Nebraska Rural Initiative
Randy Cantrell,
Rural Sociologist with Rural Initiative

The best marketing advice might be to pay attention to what is going on around you and look for ways to spin off related opportunities. Visitors may come to Nebraska for one tourism attraction, but our research shows that they are also interested in other activities while they are here. Join us to discuss how value-added marketing could increase local economic impact when paired with Nebraska's existing natural attractions.

5:00-7:00 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, FEB. 2, 2011

8:00-8:30 a.m.

Opening Remarks and Updates from Our Sponsors

**Nebraska Dept. of Agriculture &
Nebraska Game and Parks Commission**

Hear first-hand, updated information about their programs and initiatives.

8:45-10:00 a.m. **BREAKOUT SESSIONS**

1. Connecting With the Media

Shannon O'Neill Peterson,
Media Relations Coordinator, NE Division of Travel & Tourism
Gary Peterson,
Editor, Home & Away Magazine
Mark Baumert,
News Director, NTV KHBH-TV/WHBE-TV/WSHS-TV
Lori Pettey,
Agriculture Reporter, Kearney Hub

We always hear that we need to connect with the media, but how do you build those relationships without being too pushy? Should you call? Send an email? Organize a FAM tour? Members of the media will tell you the best way to reach out and share your story.

2. Purpose Driven Tourism

Dan Rice,
General Manager, Prairieland Dairy LLC

Adding value to your farm operation needs to come with a purpose. Since 2003 Prairieland Dairy, located 22 miles south of Lincoln, has invited the public to attend its FREE open house. In 2010, more than 5,000 people attended. During this session, Prairieland Dairy's General Manager will surprise you with the reasons Prairieland Dairy hosts a free event.

3. Discover How to Do Your Own Feasibility Study

Paul Birgegger,
Extension Agricultural Economist for UNL
Cheryl Burkhardt-Kroes,
UNL Extension Specialist

Entrepreneur/Business Development

Can my idea really work? Does pursuing this business idea make sense for me (and my family) at this time in our lives? Does this business idea have a sufficient market to be viable? Explore the basics! Receive helpful information and resources to improve your ability to make informed decisions.



4. The Economics of Conservation

Hoed Koppman,
President, Platte River Envoys/Amants, Inc., Scottsbluff, NE

Conservation is a huge economic force in North America. Our conservation efforts range from programs directed at controlling soil erosion and ensuring clean air and water to the \$41 billion wildlife industry. Nebraska is especially well suited to be a significant participant and beneficiary – join the discussion – help set our course.

10:00-10:30 a.m. **BREAK**

Opportunity to visit exhibitors' booths

10:30-11:45

What Flew & What Flopped

Starr Meador,
Founder, Owner & GM, X Bar Ranch

This session depends on YOU! Bring your best and worst ideas. We want to hear them!

11:45- Noon **CLOSING COMMENTS**



NEBRASKA
possibilities...endless™

www.VisitNebraska.gov/industry



Lewis & Clark Scenic Byway

408 North Oakland Avenue
Oakland, NE 68045

(402)685-5175

www.lewisandclarkscenicbyway.com

It's More than Lewis & Clark!



Lewis & Clark Scenic Byway Travel Notebook

All the information you need to plan your adventure. Attractions, dining, lodging, history and more. A complete guide to the Lewis & Clark Scenic Byway corridor.

**Travel Notebook \$15.00 Limited time offer—
Now \$10.00**



Lewis & Clark Scenic Byway CD

Travel a route filled with beauty and wonder. Listen to this audio CD as you travel the Byway and learn about entertaining stops of historical significance.

**Audio CD \$15.00 Limited Time offer— Now
\$10.00**

Save Today— Order both the notebook & audio CD for \$25.00

Limited time offer!— Order both for only \$15.00

To order: Send list of items you wish to purchase and name, mailing address and **\$3.00 shipping per order to:**

Lewis & Clark Scenic Byway
408 N. Oakland Avenue, Oakland NE 68045

Orders will ship within seven days of payment.

Sale prices good while supplies last!



Lewisandclarkscenicbyway.com

An Equal Opportunity Provider and Employer



408 North Oakland Ave.
Oakland, NE 68045