

**Contract**

NWGGA Vendor Lunches – #18-13-078

**Grant Amount**

\$2,000

**Contact**

NWGGA

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**Issue of Interest**

A need was identified to allocate funds to sponsor vendor lunches for the Nebraska Grape and Winery Forum and Tradeshow.

**Approach to Problem**

Max McFarland and NWGGA identified that it would be a gracious and small thing for NWGGA to sponsor lunches for the tradeshow vendors. On behalf of NWGGA, Max McFarland approached the Nebraska Grape and Winery Board for funding.

**Goals/Achievement of Goals**

NWGGA worked with the Holiday Inn to provide lunches for the various vendors that participated during the trade show.

**Results, Conclusions, Lessons Learned**

The result was a satisfied group of vendors who have appreciated the long-term relationship with NWGGA and the industry in Nebraska. The repeat attendees confirmed this was a good investment.

**Progress According to Outcome Measures**

The progress is evident with the number of repeat vendors that continually return to the conference. Regardless of attendance, the vendors are consistent and present a good show for NWGGA members.