

## NGWB Grant Final Report (FY16-17)

**Contract** 18-13-304  
NWGGA – NWGGA Conference Planning

**Grant Amount**  
\$4,000

### **Contact Information**

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### **Issue of Interest**

Through the strategic planning process and solicitation of member input, the NWGGA has identified member need for a statewide/regional grape growing and wine making conference which would meet the educational needs via a 2-3 day conference.

NWGGA member input has strongly indicated the need and desire to have a more inclusive and affordable grape growing and winemaking educational conference in Nebraska.

### **Approach to Problem**

This grant allowed for the NWGGA's planning of their first NWGA Conference. Initial input of members was solicited via a member survey which identified potential time of year, days of week, content and speakers of a NWGGA conference.

This input was then provided to a conference planning committee which included Max McFarland, Scott Dvorak, Ron Heskett, Jennifer Reeder, Gary Thompson, Theresa McFarland, Al Vybiral and Lori Paulsen.

It was determined that a planning meeting that pulled together the committee members was needed to plan the entire conference, determine details and create marching orders for the first NWGGA Conference.

The NWGGA applied for and was granted marketing funds from the Nebraska Tourism Commission to develop a name, logo, web site and marketing materials for the conference.

### **Goals/Achievement of Goals**

The committee met in November 2016 at the Lied Lodge to plan the conference. Member survey results were utilized to determine topics, speakers, types of sessions, social events, exhibitor opportunities and social events.

The committee determined the dates and location of the event would be October 22-24, 2017 at the Lied Lodge.

A conference name was decided, Vindemia, along with a logo, web site and marketing plan.

## **Results, Conclusions, Lessons Learned**

The committee determined an outline of all sessions, schedule, speakers and events. Work has continued the event and the web site went live in April 2017 and registration has begun.

This planning meeting was a vital event in getting the entire committee together to determine all details of the conference which has allowed the committee and staff to continue to execute the plan and move forward with the conference.

The biggest lesson learned is that without a meeting like this, it is difficult to get the entire committee together to make decisions. This meeting allowed for the required planning time for this first-time event.

Through this good planning, the NWGGA will be able to execute the event and meet member educational needs.

## **Progress Achieved According to Outcome Measures**

The goal of the project was to create a planning committee, secure a location and plan the schedule and programming for the first NWGGA Educational Conference.

These things occurred and the conference has been planned, the program has been determined and the event will occur October 22-24, 2017 in Nebraska City.

## **Financial Report**

The total grant amount was \$4,000 to include the cost to secure the location for the 2017 NWGGA Conference as well as the costs associated with a planning meeting with the conference planning committee to plan out the entire conference, review the meeting space, create a draft agenda, plan exhibitor participation and a marketing plan to attract attendees to the conference. Total expenditures of \$3,928.84 were used for mileage for meetings and for the planning meeting with the planning committee which was held November 2016 at the Lied Lodge and Conference Center in Nebraska City.