

**A Win-Win for Wineries Final report --- Grow Nebraska
Contract #18-13-401 --- Fiscal Year 2020-21**

Thank you so much for your support of the 2021 MarkeTech Conference. Because of your donation, we were able to bring valuable marketing training to 152 attendees from all over the state of Nebraska.

After the pandemic changed the way most companies do business, we wanted to find a way to help small businesses in Nebraska with Making the Digital Pivot, this year's theme, giving attendees new tools to meet customers where they are – online.

If you got the chance to hear David McBee, our keynote speaker, there's no doubt the conference met that goal. Comparing traditional media with its 2021 counterparts, David laid the framework for any business to connect with their ideal customer. In the afternoon, he provided a concise formula to help anyone figure out whether their marketing efforts were getting them ROI. We're already hearing stellar feedback from attendees who loved David.

In addition to our keynote, we had local experts share about digital marketing, Amazon, blogging, and more in two speaker panels. These sessions provided real-life tools business owners and marketing professionals could take with them after they left the conference.

However, the MarkeTech Conference was not just a day of sitting and listening. It was also a day of action! Our networking plaza was abuzz during 100% of our break times, with 32 exhibitors set up ready to show off their products and businesses. At the end of the day, these exhibitors were raving about the new leads they had, the connections they made and the products they sold.

We've enclosed the booklet from the conference, so if you weren't able to attend, you can still get a taste of the MarkeTech experience. We've also included a smaller printout of one of the posters you were featured on, which was displayed in multiple locations at the conference.

Though we're still catching our breath, we can't wait for next year's conference on June 22, 2022. We already have our keynote speaker set: Maria Elena Duron, who is a certified Google trainer. Next year's theme is still in formation, but we're certain Maria will help all our attendees bring their online presence to the next level.

It's because of dependable support from sponsors like you that we can start planning next year with confidence. Thank you again for your help in 2021. We hope to see you next year at MarkeTech 2022!

Sincerely,

Janell Anderson Ehrke
CEO

Tiffany Stoiber
Dir. Marketing & Business Development



MarkeTech

where marketing and technology meet

THURSDAY, JULY 15 | YOUNES CONFERENCE CENTER

MarkeTechConference.org

MarkeTech

where marketing and technology meet

Welcome to the 2021 MarkeTech Conference! We are so excited to help businesses like you adapt (or continue to adapt) to the rapidly-changing marketing landscape. 2020 was a crazy year for everyone, but we hope to bring you valuable lessons that will help you bounce back stronger than ever before, thanks to our amazing speakers!

We also want to take this opportunity to thank our incredible sponsors. It has been a pleasure working with all of them. Make sure you spend some time at our Networking Plaza booths meeting our members and sponsors! With their help, the MarkeTech Conference is Nebraska's premier social media and marketing conference. We'd also like to recognize the GROW Nebraska Foundation Board of Directors (listed on the last page).

In addition to our sponsors, we'd also like to thank Russ's Market for choosing the MarkeTech Conference to present their Best Local Product Award. Both GROW Nebraska and Russ's Market are committed to helping develop Nebraska companies and promoting them.

GROW Nebraska is happy to serve more than 400 businesses statewide. If your business is not a member, we would like to invite you to join us! Enjoy educational opportunities, like MarkeTech, at a discounted price, plus webinars and one-on-one training for you and your employees. We also offer market access opportunities designed to connect your business to the global marketplace.

Thank you for choosing to spend the day with us! We value your commitment to GROW your business.

Sincerely,



Janell Anderson Ehrke
CEO



Tiffany Stoiber
Dir. Marketing & Business Development

“

GROW Nebraska's experience has helped us make connections with Nebraska-based businesses. We know any vendors they refer us to meet GROW Nebraska's high standards, which has been a real benefit to us.

”

**-Margot DesRocher, Nebraska Game and Parks reservation program
manager and volunteer coordinator**

Training

|

Marketing

|

Opportunity

LET'S GET SOCIAL!



We'd love to see your pictures throughout the day! Tag @GROWNebraska and use #MarkeTech

AGENDA

8:00 – 9:00 A.M.	Registration	
9:00 – 9:30 A.M.	Welcome and Opening Recognitions	
9:30 – 10:15 A.M.	Keynote Address Making the Digital Pivot	David McBee
10:15 – 10:45 A.M.	Networking Break – Connect With Future Partners	
10:45 – 11:30 A.M.	Speaker Panel Your Digital Toolbox: Tips and Tricks to Make the Pivot	Katlynn Pyatt, Tanner Lyle, & Wesley Gizel
11:30 – 12:00 P.M.	Networking Break – Connect With Future Partners	
12:00 – 1:00 P.M.	Lunch & Awards	
1:00 – 1:45 P.M.	Speaker Panel Pivoting to Success: Real Stories from Real Businesses	Michaela Kenkel, Andrew Vrbas, & Steve Petersen
1:45 – 2:15 P.M.	Networking Break – Connect With Future Partners	
2:15 – 3:00 P.M.	Keynote Internet Marketing ROI	David McBee
3:00 – 3:30 P.M.	Closing Remarks	
4:00 – 5:00 P.M.	Networking Reception at McCue’s Nebraska Taproom 2008 Avenue A # A Kearney, NE 68847	

All conference keynote addresses, panels and the networking breaks will take place in the main Ballroom.

Thank you for attending this year’s conference!

ABOUT THE SESSIONS:

KEYNOTE | 9:30 - 10:15 A.M.



Making the Digital Pivot

David McBee

We've all made the digital pivot in one way or another. We use digital smartphones. We've cut the cable and enjoy digital television. We use search engines instead of yellow pages. And we order half of our meals from an app instead of a waitress.

The world is digital. Is your business?

As one of Google's first Certified AdWords Trainers, David McBee has been helping businesses embrace digital strategies since 2003. In this keynote, David shares what he has learned over nearly two decades to help your business grow across a vast digital landscape. Whether you're new to digital, or a seasoned pro, David's perspective will help guide your business.

SPEAKER PANEL | 10:45 - 11:30 A.M.



Your Digital Toolbox: Tips and Tricks to Make the Pivot



Katlynn Pyatt, Owner of Authentic Branding & Marketing
Tanner Lytle, Sales and Marketing for Honorbound IT
Wesley Gizel, Partner at Hometown Industries



Hear from marketing, ecommerce, social media, and video experts on tangible tools and effective tricks you can use to adapt to the covid- and post-covid- era of digital marketing.

**THANK YOU
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PANEL
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ABOUT THE SESSIONS:

SPEAKER PANEL | 1:00 - 1:45 P.M.



Pivoting to Success: Real Stories from Real Businesses



Michaela Kenkel, Owner of An Affair from the Heart
Andrew Vrbas, Owner of Pacha Soap Co.
Steve Petersen, National Sales Manager for Tasty Toppings



Does making the digital pivot seem daunting? Or do you need some new ideas from your business? This panel will feature leaders from real Nebraska businesses sharing stories of how they have led their companies to success.

KEYNOTE | 2:15 - 3:00 P.M.



Internet Marketing ROI

David McBee

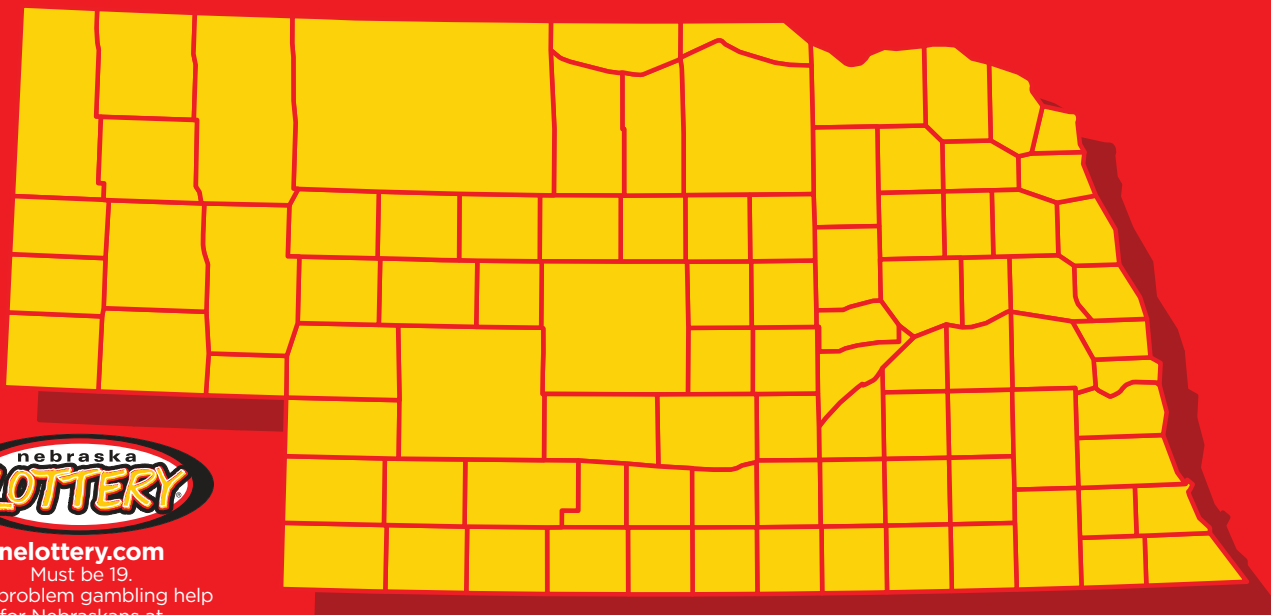
Spending money on advertising can be expensive and scary. Business owners want to know that the dollars they invest will result in sales. Luckily, a pivot to digital means more transparency and attribution.

This session will provide you with a greater understanding of how to invest your time and money on the internet, along with some strategies for measuring the ROI of your marketing campaigns.

Nebraska Grape & Winery Board

Thank You Sponsors for Your Support!

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nelottery.com

Must be 19.

Free problem gambling help
for Nebraskans at
problemgambling.nebraska.gov.

NOTES



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NOTES

Handwriting practice lines consisting of 18 horizontal gray lines.



For local shoppers, it's no surprise that Nebraska has hundreds of amazing businesses, but this year, one lucky winner will get the 2021 Russ's Market Best Local Product Award. Russ's Market and GROW Nebraska have teamed up to recognize a proud Nebraska business that sells product in Russ's Market. We commend this business for their innovation, promotion, sales, and local involvement. The winner of this annual award will be announced today at the 2021 MarkeTech Conference! This award reflects Russ' Market and GROW Nebraska's heritage and pride in our communities

A NOTE FROM THE GROW NEBRASKA TEAM:



You might see us around the Conference, but we're also the smiling faces who greet you at the Buy Nebraska store, carefully package your orders from BuyNebraska.com, answer with a friendly "hello" when you call, or lead the many additional training opportunities available through GROW Nebraska. Though our roles are varied, our mission is the same: to help you grow your business.

We are so excited for 2021 to continue to bring great things like this 100% in-person conference, grant-funded training to help businesses with digital marketing strategies, and endless orders coming in to BuyNebraska.com. Later this summer, we're thrilled to be back at the Nebraska State Fair and this winter we're eager to pack up more customizable gift boxes filled with Nebraska goodies.

If this also sounds exciting to you, we'd love to talk with you about becoming a GROW Nebraska member or volunteer! Grab any of us during the conference or give us a call!

A HUGE THANK YOU TO OUR CONNECTOR SPONSORS!



**NEBRASKA TRUCKING
ASSOCIATION**



We would also like to send a special Thank You to the GROW Nebraska Members and others who contributed to the swag bags today. If you'd like to check out more of our members' wonderful Nebraska-made products, please stop by our Buy Nebraska store on Talmadge Street or shop online at BuyNebraska.com.

Thank You Sponsors for Your Support!

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LEADERSHIP AND STRATEGIC DIRECTION TO GROW NEBRASKA.**

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*Deceased

SAVE THE DATE: MARKETECH 2022 WILL BE JUNE 22

CONTACT US AT INFO@GROWNEBRASKA.ORG

GROW Nebraska | 421 W. Talmadge Rd #1 Kearney, NE 68845 | Phone: 308.338.3520

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where marketing and technology meet

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