

NGWB Grant Final Report (FY15-16)

Contract 18-13-285
VitiNord Registration Fee Program

Grant Amount
\$7,500

Contact Information

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Issue of Interest

VitiNord 2016 was held in November 2016 in Nebraska City. This “once in a lifetime” kind of international educational event specifically for cold weather grapes was a rare opportunity for Nebraska grape growers to have access to high caliber, internationally recognized speakers right in Nebraska.

Approach to Problem

The grant was used to provide financial support to allow NWGGA members a \$100 discount off of their registration fee for VitiNord 2016.

Goals/Achievement of Goals

The goal was to encourage new NWGGA members to join and to incentivize current NWGGA members to register and attend VitiNord 2016.

A total of 7 new members joined the NWGGA in order to receive the discount and 5 of those continue to be current NWGGA members.

A total of 54 members (new and current) took advantage of the \$100 discount off of the registration fee.

Results, Conclusions, Lessons Learned

The result is that 54 NWGGA members attended VitiNord 2016. This rare educational opportunity gave the attendees relevant and useable grape growing information, hands-on experiences and unique networking opportunities to learn from each other.

Of the nearly 230 attendees, 54 were from Nebraska.

Conclusions

This project allowed us to recruit new members which was one of the goals. The attendance of 54 NWGGA members was a very positive outcome.

Progress Achieved According to Outcome Measures

Members continually ask for high-quality education in Nebraska. This was a unique opportunity to meet member's needs. VitiNord 2016 evaluations indicated outstanding attendee satisfaction.

Financial Report

The total grant amount was \$7,500. The actual spent was \$5,400 which provided for 54 discounts of \$100 each.