

Agenda

9:00—Registration

9:30—Welcome/Introductions

9:45—“Starting & Developing your Tourism Business”

Glenn Muske, NDSU Center for Community Vitality

10:30—“Creating Remarkable, Resilient Destinations”

Part 1

Vicky Soderberg, Cygnet Strategies

11:30— Networking Lunch

12:45— “Creating Remarkable, Resilient Destinations”

Part 2

Vicky Soderberg, Cygnet Strategies

1:45— “Inviting the World to your Community, One Idea at a Time”

Greg Tehven, Emerging Prairies

2:45—Break

3:00— “It’s all about having fun, pushing your boundaries, and finding your happy dance. That’s what we believe.”

Jori Kirk, Cypress Hills Eco-Adventures LTD

4:00— “LinkND Community Connection”

Dean Ihla, David Lehman and Carmen Rath Wald

4:45—Local Operators Discussion

5:15—Wrap-up

4:00-6:00—Registration for those attending the Travel Industry Conference

6:00-9:00—Opening reception

Vicky Soderberg



Vicky excels at assessing and utilizing sense of place while successfully bringing divergent opinions and agendas together. Whether the community is recovering from a disaster, experiencing sudden growth or needs new perspective, she brings enthusiasm, creativity and compassion to every stage of the process. With more than 25 years in the tourism industry and a graduate education in tourism planning and development, her workshops and projects are based upon practical experience and best practices from across the world. Her goal is to help communities become remarkable and resilient. Resilient communities provide safe, appealing homes for residents; supportive, dynamic places for business; and vibrant, enticing destinations for visitors no matter what challenges emerge. www.cygnetstrategies.com

Vicky’s session:

People seek communities and places where they can form emotional attachments. Research shows that communities where residents feel connected are stronger, more resilient and more attractive to visitors. In these highly interactive sessions, Vicky uses vivid examples as a springboard for identifying your community’s appeal and learning how iconic experiences and places may not be what you think they are. Also included are specific ways to build upon the positives – even embracing what appears to be a negative – as you develop an enticing destination for visitors, an attractive home for residents, and a supportive place for business.

Greg Tehven



Greg Tehven has spent much of his life believing he can “Create the Community You Want To Live In.” He is the Co-Founder of Emerging Prairie, Dinnerties.com, and Students Today Leaders Forever. He teaches as an Adjunct Professor at Concordia College.

Greg’s current activities include hosting 1 Million Cups Fargo, co-organizing Startup Weekend Fargo and curating TEDxFargo. He loves Settlers of Catan, coffee, hosting dinner parties and ND Class “B” state champs. www.emergingprairie.com

Greg’s session:

Greg is passionate about showcasing his community. He will share with us stories of infusing the arts into his project, using ideas and collaborations to increase visitors, and creating special experiences that delight guests. His grandmother thinks he speaks too fast, yet, you’ll enjoy his energy and commitment to introduce new projects and events that can improve every community.

Glenn Muske



Glenn is the Rural and Agribusiness Enterprise Development Specialist for the North Dakota State University Center for Community Vitality. His role is to work with new and existing business owners to develop, grow, and efficiently operate their business. Glenn grew up on a farm near Berlin, N.D., and earned bachelor of science and master’s degrees in business from NDSU and a Ph.D. in family resource management from Iowa State University. Prior to joining NDSU, he spent 15 years primarily in law firm administration in Bismarck and 14 years as a micro- and home-based business specialist for the Cooperative Extension Service at Oklahoma State University. www.ag.ndsu.edu/cv

Glenn’s session:

Glenn presents his “Top 10” list of things everyone needs to know before starting a successful, sustainable business.

LinkND Community Connect Project

LinkND Community Connect is a new project being rolled out in North Dakota that will help communities learn about their strengths and weaknesses as seen through the eyes of a first time visitor. Knowing about these strengths and weaknesses helps those who want to be proactive about the growth of their home communities and who want to make them more vibrant places to live and work. The program is modeled after one developed by the University of Wisconsin and since used by hundreds of communities across the US and Canada. NDSU Center for Community Vitality will serve as the home base for the program with assistance from the North Dakota Department of Commerce.

Groups of community volunteers, will make an anonymous visit to another community in North Dakota that is similar to their own. The “first impressions” will be reported back to the exchange community to help determine their community’s strengths, weaknesses, areas of opportunity and ideas for improvement.

The information that communities provide and receive will:

- Help identify both positive attributes and weaknesses in the community (Ex: community services, housing, business, industry, customer service, public infrastructure, health care, social services, education)
- Provide a basis for a community vision or plan
- Identify issues needed for downtown revitalization
- Identify tourism strengths and weaknesses
- Provide a sense of how a potential new entrepreneur or business investor might view your community
- Provide information about services and infrastructure available to local businesses
- Assess customer service in the community

Registration

*Attendee Name(s):

Business or Organization:

*Address:

*City, State, Zip:

*Phone: _____

*E-mail: _____

Website: _____

*Required

____ I will also be attending the 2015 ND Travel Industry Conference

Discounted Workshop Registration for those attending the Travel Industry Conference
\$10 x # attending \$ _____

Workshop only:
Early Registration (on or before April 1st)
\$25 x # attending \$ _____

Registration after April 1st
\$30 x # attending \$ _____

Registration includes workshop, lunch and resource materials

Make checks payable to: **ND Tourism**

Return to:
North Dakota Tourism Division
PO Box 2057
Bismarck, ND 58502-2057

Questions?
Call ND Tourism at **1-800-435-5663**

Jori Kirk



Jori was born and raised in a small town in Saskatchewan, Canada. He received his Bachelors of Commerce in Marketing and Tourism from the University of Calgary in 2008, which provided him with the building blocks to put together the concept and vision of Cypress Hills Eco-Adventures Ltd; an experiential-based adventure company that calls Saskatchewan home. Since 2011, his award-winning company has given thousands of visitors a completely new perspective of the province – literally. From way up in the trees on their zip line canopy tour, he has challenged stereotypes that the province is flat and boring and proven it is young, progressive, and exciting. In only 14 months of operation, Cypress Hills Eco-Adventures has won numerous industry awards, most notably, the 2014 Hilton Worldwide Small or Medium-Sized Business of the Year presented by the Tourism Industry Association of Canada.

Beyond his company, Jori is a mentor to other young entrepreneurs and professionals. He speaks every year to students at universities and colleges throughout western Canada on the topics of marketing and entrepreneurship. He was the keynote speaker for Tourism Saskatchewan's HOST Conference in December 2012, Destination Think!'s Social Media Tourism Symposium in Nashville, TN in November 2014, and is featured in the latest Small Business Loan Association's marketing campaign. Jori has volunteered his company as the technical crew for Easter Seals Drop Zone since 2011, doing their part to help send thousands of kids with disabilities to summer camps.

Jori is currently in the process of injecting some adrenaline into the boreal forest of northern Saskatchewan where he is building his second location, Elk Ridge Eco-Adventures, which opens this June. www.zipcypresshills.ca

Jori's session:

Thinking about starting a tourism business or wanting to improve the one you own? Find out how Jori Kirk of Cypress Hills Eco-Adventures has built an award-winning business with a voice of it's own and values that people truly love through strategic planning and making timely adjustments, but most importantly, keeping it fun.

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April 20-22, 2015 * Minot, ND

"It's All About Connections"
Tourism Development
Pre-Conference
Workshop

Monday, April 20, 2015
Minot Holiday Inn