

## DISCLAIMER

Electronic versions of the exhibits in these minutes may not be complete.

This information is supplied as an informational service only and should not be relied upon as an official record.

Original exhibits are on file at the Legislative Counsel Bureau Research Library in Carson City.

Contact the Library at (775) 684-6827 or [library@lcb.state.nv.us](mailto:library@lcb.state.nv.us).

# RURAL ROUNDUP REGISTRATION

**April 9-11, 2003  
Lake Tahoe, Nevada**

Registration \$65 Per Person (Includes Meals)  
\$80 If Registering After April 1, 2003  
No Refund If Cancellation After April 1, 2003

Name: \_\_\_\_\_  
Affiliation/Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_  
Fax: (\_\_\_\_) \_\_\_\_\_  
Email: \_\_\_\_\_  
Credit Card: ☐ Visa ☐ Master Card ☐ Diners  
Card #: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_

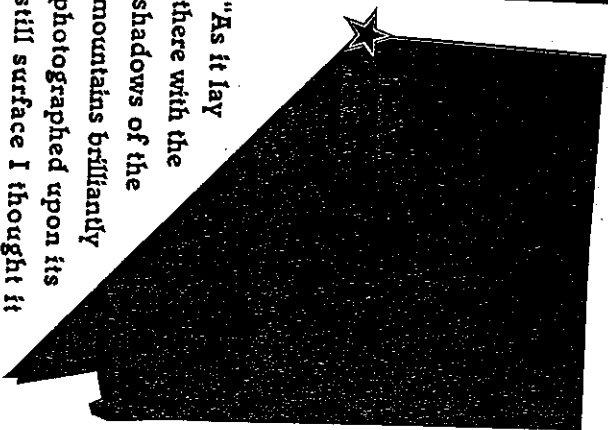
For your convenience, you now can register online  
at: [www.travelnevada.com/ruralroundup/index.asp](http://www.travelnevada.com/ruralroundup/index.asp)

Form may be duplicated.

Make check payable to:  
Nevada Commission On Tourism  
401 North Carson Street  
Carson City, NV 89701

For more information:  
Call (800) 237-0774 (then press 2)  
(775) 687-4322 • Fax (775) 684-8912

# RURAL ROUNDUP LOCATION



"As it lay  
there with the  
shadows of the  
mountains brilliantly  
photographed upon its  
still surface I thought it  
must surely be the fairest  
picture the whole earth affords."

— Mark Twain

"Join us for Rural Roundup 2003  
and see for yourself!"

— Sue Barton,  
Director of Sales,  
Lake Tahoe Visitors  
Authority

# NEVADA COMMISSION ON TOURISM



**RURAL  
ROUNDUP**  
April 9-11, 2003  
Lake Tahoe, Nevada

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# BASQUE IN THE GLORY OF NEVADA

## RURAL ROUNDUP AGENDA

"The Rural Roundup consistently provides the best information and the most fun of any annual meeting I attend."

— Kathryn Olson,  
Lost City Museum

"In addition to the networking opportunities, which are second to none, the seminars are consistently of a high quality."

— Kathy Farrell,  
Tahoe Douglas Chamber &  
Visitors Center

"Worthwhile! Important to go! Exceptional networking."

— Andrea Robb-Bradick,  
Jim Butler Motel

Those are just some of the comments from last year's attendees at the Rural Roundup!

The purpose of the conference is to offer continuing education for tourism professionals and volunteers. The sessions discuss trends, opportunities, methods and more to promote rural tourism in Nevada. As past delegates will tell you, social events provide an excellent opportunity to learn from each other. Wednesday afternoon and Friday allow communities to showcase their products.

To register, return the attached registration form or visit [www.travelnevada.com/ruralroundup/index.asp](http://www.travelnevada.com/ruralroundup/index.asp) to register online.

More information regarding lodging, transportation and optional activities are available on the Web site and will be sent upon receipt of your registration. The Horizon Casino Resort is our host property.

### Wednesday, April 9

11:00 am Bill Chernock-Bob Perchell  
Golf Classic  
Sierra Nevada Golf Ranch, Carson Valley

2:30 pm "Rejuvenation of South Shore"  
Educational Tour

6:00 pm Opening Dinner Cruise  
MS Dixie II, Zephyr Cove

### Thursday, April 10

Horizon Casino Resort, Stateline

8:00 am Continental Breakfast

8:30 am Welcome and General Session  
• Personality Power in the Workplace

10:40 am Refreshment Break

11:00 am Concurrent Sessions  
• The Changing Adult Travel Market  
• Working with Federal Government Agencies  
• Getting Public Relations Results  
• Justifying Your Tourism Efforts

12:00 pm Lunch and Presentation  
• Representing Nevada

1:30 pm Repeat of 11:00 am  
Concurrent Sessions

2:40 pm

Concurrent Sessions  
• Fine Tuning Your Web Site  
• Developing a Theme  
• Establishing the Economic Impact of Your Event  
• Don't Reinvent the Wheel,  
Just Redecorate It

3:40 pm

Refreshment Break

4:00 pm

Repeat of 2:40 pm  
Concurrent Sessions

6:30 pm

Wine Tasting and Volunteerism  
Awards Dinner

### Friday, April 11

9:00 am

Case Study and Tour  
• Keeping Your Product Up  
With the Times  
Ponderosa Ranch, Incline Village



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