

2017 NATP MANAGERS WORKSHOP

VALUABLE TRAINING FOR
PUBLIC TRANSIT MANAGERS

**JUNE 20-22, 2017
HAMPTON INN
& CONFERENCE CENTER
SCOTTSBLUFF, NE**

- Receive updates from industry leaders
- Build new relationships
- Discuss the needs of professionals from the industry

The Nebraska Association of Transportation Providers invites you to attend the 2017 Managers Workshop. The workshop is scheduled for June 20-22, 2017 at the Hampton Inn and Conference Center in Scottsbluff, Nebraska. There will be a wide variety of topics that will assist you in your daily tasks as a transit manager. There are also opportunities for you to participate. We hope to see you in June!

Need lodging? NATP has received a special discounted room rate. Please call the NATP office at (402) 761-2216 or email tfougeron@youraam.com to reserve your room. The early deadline to reserve a room is May 26.

INFORMATION

1. VISIT OUR WEBSITES

www.neatp.org

2. TWO WAYS TO REGISTER!

FAX registration to
402.761.2224

MAIL registration with check or money order (checks must be drawn on a U.S. bank in U.S. funds) Mail to:

NATP
PO Box 10
Milford, NE 68405

**EARLY REGISTRATION
DEADLINE**

JUNE 13, 2017

SESSION DESCRIPTIONS

NDOR Updates / Best Practices

Staff from NDOR will provide information on accurate data collection, van pools, and technology updates.

Mobility Management Project

Bill Troe, SRF Consulting, will discuss the progress made on the Mobility Management Project. Troe and NDOR staff will also be available for discussion about coordination activities, pilot programs and more.

FTA Updates

FTA staff will provide attendees with the latest information and updates on legal issues, civil rights, grants and funding as well as provide time for a question and answer session.

Ethics in the Workplace

Topics outlined within this presentation include: ethics development; applying ethics to situations; standards and tests; the growing trend of ethical violations and growing our ethics.

Enhancing Your Online Marketing Strategies

Why use Facebook as a platform for your business or organization? Consider the following. Facebook is the largest social networking company with more than 1.3 billion users. Users share photographs, news and their life stories with friends. Businesses use Facebook, too. We believe by harnessing the power of the Facebook network, business owners and organizations can reach and engage audiences with powerful marketing.

Join Connie and Jenny from the University of Nebraska Extension Office in learning to harness the power of Facebook to increase audience engagement. We will learn how to structure your time and content for maximum reach, use free and paid advertising, and briefly examine your ROI (Return on Investment).

Working with Local Governments

Learn how to develop information, data, arguments, strategies and positioning to use with elected and appointed officials.

Strategic Planning

Developing agency mission, goals and objectives; core values; challenges and opportunities; long- and short-range goals; business decision making; and performance measures.

Security Planning

TSI Garrison will discuss the importance and benefits of security plans, as well as plan development and implementation. TSI Garrison will also be addressing the Baseline Assessment for Security Enhancement (BASE) and the Risk Mitigation Activities for Security Transportation (RMAST) programs offered by TSA.

Al Garrison has been with TSA for 14 years and has been a Security Inspector since 2014. He actively works with multiple transit agencies in the Nebraska/Iowa region to improve the overall security posture and raise general security awareness.

Marketing Hometown America

Cheryl Burkhart-Kriesel has been employed in community development since 1986. She has worked as an Extension Educator in North Dakota and Nebraska, a University Learning Center Coordinator, and is currently a University of Nebraska Extension Community Vitality Specialist at the Panhandle Research and Extension Center in Scottsbluff.

Cheryl received her Ph.D. in community and human resources from the University of Nebraska and has focused her research/extension efforts in: 1) new resident recruitment; 2) strengthening small business profitability, especially in the area of customer service; and 3) providing community data to support local decisions.

Transportation School / Roundtable Discussions

You spoke - we listened! Many managers requested that we offer roundtable discussions that cover some of the hottest topics that you would like to talk about. Be sure to provide your topic suggestions on the registration form. You'll also be able to add topics onsite.

2017 Managers Workshop

Schedule & Hotel Information

Tuesday, June 20

11:15-12:00PM	Registration (Lunch NOT Served)
12:15-12:30 PM	Welcome & Introductions
12:30-1:30 PM	NDOR - Mobility Management Update
1:30-2:30 PM	NDOR - General Updates
2:30-2:45 PM	Break
2:45-5:00 PM	FTA
6:30 PM	Banquet & Annual Meeting (<i>Tangled Tumbleweed Restaurant</i>)

Wednesday, June 21

7:45-8:20 AM	Registration
8:20-8:30 AM	Welcome
8:30-10:00 AM	Ethics in the Workplace
10:00-10:15 AM	Break
10:15-11:45 AM	Working with Local Governments
11:45-12:45 PM	Lunch Buffet - FTA Awards
12:45-1:45 PM	Making the Most out of Your Facebook Page
1:45-3:15 PM	Strategic Planning
3:15-5:15 PM	Vendor Time & Prize Drawings / Reception

Thursday, June 22

8:20-8:30 AM	Welcome & Introductions
8:30-9:30 AM	Homeland Security
9:30-9:45 AM	Break
9:45-10:45 AM	Marketing Hometown America
10:45-11:30 AM	Transportation School / Roundtable Discussions
11:30 AM	Lunch boxes to go / Workshop Adjourns



INFORMATION

Hotel: Room blocks are dedicated to conference attendees. Room reservations must be made by contacting the NATP office by May 26.

Hampton Inn & Suites

301 W. Hwy. 26
Scottsbluff, NE 69361

\$119 per room

Manager Shirts: If you have not received an NATP shirt, please indicate which size you need. Managers who previously received shirts will not receive another shirt unless a fee is paid.

Small
 Medium
 Large
 XL
 2XL

Annual Meeting: The NATP Annual Meeting will be held on June 20. During the meeting we will provide an update on association business, hold elections and present awards. Regions up for election are the East Central and West Central Regions and one At-Large position. If you are interested in running for a board position, contact the NATP office.

2017 NATP Managers Workshop

June 20-22, 2017

*To register, complete the registration form & mail to NATP,
 ☎ fax to 402.761.2224 or tfougeron@youraam.com. Questions? Call (402) 761-2216*

Name(s) _____ Credentials _____

Company _____

Address _____ City _____ ST _____ Zip _____

Daytime Phone () _____ Email _____

Registration Options	<i>Before June 13</i>	<i>After June 13</i>	Quantity	TOTAL
NATP Member Registration <i>Includes: Banquet and Meals</i>	\$20	\$30	_____	\$ _____
Non-Member Registration <i>Includes: Banquet and Meals</i>	\$80	\$100	_____	\$ _____

TOTAL \$ _____

I plan on attending the following:

- Tuesday
 Awards Banquet
 Wednesday
 Thursday

 Would like to run for open board positions

 Interested in serving on a committee

Roundtable discussion topic suggestions:

TOTAL ENCLOSED \$ _____

Please return registration form & payment to:
 NATP, PO Box 10, Milford, NE 68405
CHECKS PAYABLE TO: Nebraska Association of Transportation Providers

Cancellation Policy: A refund, less a \$10 administrative fee, will be given for all written requests postmarked by June 10, 2017. Requests received after that date will be reviewed by the NATP Board. In the unlikely event the 2017 Workshop is cancelled due to uncontrollable circumstances, your payment will be considered a donation to the NATP.

When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. When we use information from your check to make an electronic fund transfer, funds may be withdrawn from your account as soon as the same day we receive your payment, and you will not receive your check back from your financial institution.