



DECA CRLC PRECONFERENCE INDUSTRY TOURS AND EVENTS

The following tours, attractions and events are available for advance purchase. The discounted rates will only be honored when purchased with conference registration, and no tickets will be available at the conference site.

*For the Zoo and Leadership Safari Challenge, please submit your order using the **Chapter Registration Form**. Association Advisors will receive tickets, sorted by chapter, at their Registration Meeting on Friday morning.

*Preconference Industry Tours and Events are first-come, first-served. Many tours have limits and will be closed as filled. Registration for these opportunities will be made available online beginning 6:00am central time **November 1**. A link will be sent to all chapter contacts and chartered association advisors one to two weeks prior. Tour registration will close November 10 at 5:00pm. Credit card payments will be accepted or you can print off an invoice and mail a check payment.

OMAHA HENRY DOORLY ZOO (FRIDAY)

Advisors and students can purchase a ticket to the Omaha Henry Doorly Zoo without attending the Leadership Safari. Tickets are \$15.00 and include transportation to and from the Zoo on Friday, December 1, 1:00-5:00pm. Busses will run approximately every 30 minutes.

DECA LEADERSHIP SAFARI – TEAM CHALLENGE (SATURDAY)



The Henry Doorly Zoo will be the backdrop as hundreds of DECA leaders join for the unforgettable adventure of the season. Encourage your students to sign up early, and get FIRED UP at the Central Region Leadership Conference DECA Leadership Safari! Most of the Safari activities will take place at indoor exhibits at the zoo.

Tickets are \$15.00 and include Zoo admission, transportation and all Safari materials.

MDA 5K FUN RUN (SUNDAY)

This 5k RUN is a FUN way to raise money for a great cause! Join us early Sunday morning in a Fun Run along Lewis & Clark Landing across The Bob Kerrey Pedestrian Bridge between Iowa and Nebraska. Participants will receive a special event t-shirt. The running fee is \$15.00 per person.

PRE-CONFERENCE TOURS & EVENTS (FRIDAY)

This CRLC offers an interactive tour experience for every student interest! Tour fees are \$5.00 per person per tour unless noted otherwise. Includes transportation for those tours NOT within walking distance.

PRE CONFERENCE EVENT: GALLUP'S BUILDER PROFILE 10

IGNITE the Entrepreneur in You: Gallup's Builder Profile 10 Assessment and Quick-Pitch Challenge. \$15 per participant. Fee includes Gallup assessment and BP10 pre-release book.

The world's most successful entrepreneurs are born with rare talents. To find future business builders early -- and help them succeed -- Gallup created Builder Profile 10 (BP10). BP10 is Gallup's newest talents-based assessment. Gallup's research proves that the best business builders use some mix of these 10 talents to start or grow a business: Confidence, Delegator, Determination, Disruptor, Independent, Knowledge, Profitability, Relationship, Risk, and Selling.

Attend this DECA CRLC-exclusive event at Gallup World Headquarters to learn from experts who will help you better understand your own BP10 strengths assessment. Then use those strengths to participate with teammates in an innovation/quick-pitch challenge for prizes!

Maximum participants: 40. Registration is first-come-first served so sign up today to start discovering and developing your builder talents at CRLC!

**Fee for this session includes an access code to the Gallup BP10 assessment, to be taken prior to the conference and transportation to Gallup Headquarters. Registrations after 40 students will be wait-listed.*

TD AMERITRADE PARK TOUR

TD Ameritrade Park Omaha is Omaha's premiere sports stadium and outdoor entertainment venue located in downtown Omaha. The ballpark has hosted the College World Series since 2011, and was named 2012 College Baseball Field of the Year by SportsTurf Manager Association. The park is also home to the Creighton Bluejays baseball team, has hosted concerts such as the Red Sky Music Festival. The stadium is located just minutes from CenturyLink Center Omaha, and within walking distance of the Old Market entertainment district. **Ticket fee is \$6.00.**

HOT SHOPS ART CENTER TOUR

Over 80 artists invite you to explore this 92,000 square foot art center. Four "hot shops" featuring glass blowing, pottery, bronze casting and blacksmithing, as well as over 50 individual studios and four art galleries. Come visit the studios, view the artwork, and see how it is created. Artwork includes watercolors, oils, acrylics, fiber art, photography, pastels, jewelry, printmaking, stained glass, fused glass, metal and wood sculpture, furniture restoration, lampworking, ceramics, mixed media and more.

GALLUP WORLD HEADQUARTERS TOUR

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 80 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of employees, customers, students and citizens than any other organization in the world.

FIRST NATIONAL BANK (TOWER) TOUR

First National Bank has a history of doing what's right for our customers and the communities we serve. Founded in 1857, in the spirit of innovation and commitment to customer service, this sixth generation family-owned business has become the largest privately-owned bank holding company in the United States.



With locations in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas, \$20 billion in assets and 5,000 employee associates, we haven't lost sight of the foundation on which our success was built. Integrity, Respect, Passion - these are the cornerstones of our Operating Philosophy and represent our commitment to you. At First National Bank, we strive to better serve you and your banking needs - and we are as hopeful and excited about the future of our bank as our founders were.

OFFUTT AIR FORCE BASE TOUR

Air Combat Command is the primary force provider of combat airpower to America's warfighting commands. To support the global implementation of national security strategy, ACC operates fighter, bomber, reconnaissance, battle-management, and electronic-combat aircraft. It also provides command, control, communications and intelligence systems, and conducts global information operations.

As a force provider, ACC organizes, trains, equips and maintains combat-ready forces for rapid deployment and employment while ensuring strategic air defense forces are ready to meet the challenges of peacetime air sovereignty and wartime air defense. ACC numbered air forces provide the air component to U.S. Central, Southern and Northern Commands, with Headquarters ACC serving as the air component to Joint Forces Command. ACC also augments forces to U.S. European, Pacific and Strategic Command.

CLAAS OF AMERICA TOUR

CLAAS is a family business founded in 1913 and is one of the world's leading manufacturers of agricultural engineering equipment. The company, with corporate headquarters in Harsewinkel, Westphalia, is the European market leader in combine harvesters. CLAAS is the world leader in another large product group, self-propelled forage harvesters. CLAAS is also a top performer in world-wide agricultural engineering with tractors, agricultural balers and green harvesting machinery. The CLAAS product portfolio also includes state-of-the-art farming information technology. CLAAS employs 11,500 workers worldwide and reported a turnover of 3.8 billion euros in the financial year of 2015.

OMAHA AIRPORT AUTHORITY TOUR

Get an in-depth, behind the scenes look at Omaha's Eppley Airfield.

KETV CHANNEL 7 TOUR

Celebrating 60 years of covering Eastern Nebraska and Western Iowa KETV is committed to making a difference in our community. As Omaha's News Leader we're always working to bring you the best local news, weather and sports on your TV, tablet and phone. In October of 2015 KETV began broadcasting from the historic Burlington Station in downtown Omaha. The 7 Burlington Station renovation took two and a half years. Transforming the Omaha landmark into a state of the art broadcast facility.

HILTON OMAHA HOTEL TOUR

The Hilton Omaha boasts 600 beautiful guest rooms and over 39,000 sq. ft. of comfortable and flexible meeting space. Liberty Tavern Restaurant and Lounge is the place to be prior an event or for a night out with friends. The Coffee and Gift Shop proudly brews Starbucks coffee. The full-service health club located inside the hotel offers the latest in Precor equipment as well as two spa treatment rooms. Located downtown and connected via skywalk to CenturyLink Center Omaha. Complimentary shuttle service to and from Eppley Airfield as well as to the Old Market shopping and entertainment district is available. Hilton Omaha has been an AAA Four-Diamond award winner for twelve consecutive years.

OMAHA WORLD HERALD (FREEDOM CENTER) TOUR

Founded in 1885 by Gilbert M. Hitchcock, the Omaha World-Herald provides news, commentary, information and advertising that encourages readers to become involved in the world around them. The World-Herald was family owned until 1963 when Peter Kiewit purchased The World-Herald to ensure the paper would continue to be locally owned. After Kiewit's death in 1979 the Company was employee owned until December of 2011 when Warren Buffett and Berkshire Hathaway purchased the paper to once again insure local ownership.

The award winning World-Herald is a statewide Nebraska newspaper, and delivers to more readers in southwest Iowa than any other Iowa newspaper. The digital version (Omaha.com) receives approximately 18 million page views by over 1.2 million unique visitors each month. Over 80% of adults in our "home market" of Douglas and Sarpy Counties have seen the printed or digital version in a week's time.

Explore where the Omaha World-Herald is printed and fun facts about the printing process.

BOZELL – ADVERTISING AGENCY TOUR

We think the term "advertising agency" is funny. That's because we excel at so much more than advertising. We look at brands from the ground-up, then using some wicked-smart insights, build communication plans that hit the audience at the right place and time. Sometimes, that takes an ad. But other times, it takes a lot more. Good thing we do a lot more.

BAXTER ARENA TOUR

Baxter Arena seats up to 7,500. Operated by University of Nebraska Omaha, Baxter Arena is the home of Omaha Mavericks hockey, basketball and volleyball teams, as well as a variety of community events. With an emphasis on hockey, the facility offers two separate ice sheets—one in the main arena and the second as a practice facility.

FILM STREAMS TOUR

Omaha's nonprofit arthouse cinema, featuring new American independents, foreign films, and documentaries, as well as a repertory program of classics, themed series, and director retrospectives. Open seven days a week.

NEBRASKA MEDICINE TOUR

At the University of **Nebraska Medical Center**, 3,237 students prepare for careers in health sciences while working alongside internationally recognized medical researchers and health care professionals in state-of-the-art facilities, such as the cutting-edge Durham Research Center and Durham Research Center II. Programs in medicine, nursing, dentistry and dental hygiene, pharmacy, public health and ten allied health professions are available to students who complete their college prerequisites.

CENTURY LINK CENTER OMAHA TOUR

Omaha's premier venue in the heart of downtown Omaha's riverfront development. It's 346,000 square feet of possibilities. Conveniently located near the airport. Minutes from over 3,000 downtown hotel rooms, and the Old Market entertainment district featuring more than 30 friendly pubs and restaurants. Home to Creighton University's Men's Basketball. See top touring acts in the 18,300 seat arena, such as U2, Paul McCartney, the Rolling Stones, Kenny Chesney and Justin Timberlake. Also catch sporting events, family shows, home shows, conventions and more. Site of the 2008, 2012 and 2016 US Olympic Swim Trials.

BEMIS CENTER FOR CONTEMPRARY ART TOUR

Founded in 1981, by artists for artists, the Bemis Center for Contemporary Arts supports today's artists through an international artist-in-residence program, temporary exhibitions and commissions, and innovative public programs. Located in the historic Old Market district, the Bemis Center serves a critical role in the presentation and understanding of contemporary art, bridging the community of Omaha to a global discourse surrounding cultural production today. Tours available Wednesday through Friday.

HENRY DOORLY ZOO TOUR

Visit the world's largest indoor desert and nocturnal exhibits along with one of North America's largest indoor rainforests. Other world-class exhibits include the Scott Aquarium, Hubbard Orangutan Forest and Gorilla Valley, Lozier IMAX® Theater, Durham's Bear Canyon, Berniece Grewcock Butterfly and Insect Pavilion and more. Explore Kingdoms of the Night featuring the world's largest indoor swamp, a canyon and massive caves. Experience Skyfari, the aerial tram that transports guests to a new view of Omaha's Henry Doorly Zoo and Aquarium. Plan your visit in advance by downloading our free mobile app - available through Apple's App Store and Google Play.

BAILEY LAUERMAN – ADVERTISING AGENCY TOUR

Our focus is on growing business. At Bailey Lauerman, that's done by tapping into a habitually overlooked segment of America in meaningful ways that expand market base. Insight and understanding of these overlooked segments reshape marketing plans, open doors to larger opportunities, and liberate brands. On a tactical level, the messaging becomes more relevant and the right metrics are tracked.