



*President—Paul*

## **Spoke Newsletter**

Wednesday March 20, 2019

Attendance: 20 (50%) Attendance with make ups: N/A

**Program Wednesday, March 27, 2019**

***Billy Vrtiska, Assistant Director, The Lighthouse***

arranged by Minnie Stephens

**Program Wednesday, March 20, 2019**

***Erin Lenz, Nebraska Department of Tourism***

arranged by Minnie Stephens



Erin Lenz is the Public Information Officer for the Nebraska Tourism Commission. Erin works with the agency's Marketing Manager, works with the Commission's social media and web specialist, and assists in writing, designing, editing, research and copy/layout for informational and administrative publications, audio-visual material, media releases, displays and newsletters. Today Erin told us about the 2019 Nebraska Passport Program.

***What is the Nebraska Passport Program?*** It's a fun, interactive travel program to give both in-state and out-of-state travelers new ideas for places to visit. It helps lead travelers to Nebraska's "hidden gems," and gives them an impact to Nebraska businesses. Erin asked if anyone had ever done the Nebraska Passport Program and the show of hands was there were a few that did the program.

The difference is that you are offered a variety of adventures and get to visit places that you may have never thought existed in Nebraska. Many of these places offer special deals or experiences for the Passport participants. The traveler is invited to experience each stop, get a stamp, turn those stamps in for prizes. There is no participation fee, and many of the stops do not charge fees for the experience, yet you as the traveler get to support Nebraska businesses.

This is the 10th year of the program. Each year the Passport is changed and this year the Passport is featuring many past "fan favorites." The stops are picked through an application process and the destinations vary and they make sure that there is diversity in the geographical area so that the visitor gains experience and enjoys themselves.

***Lincoln East Rotary Club  
Meetings at Valentino's—70th & Van Dorn  
Noon Luncheon starting @ 11:45 a.m.***

***March 20, 2019***

***You might ask yourself why isn't my favorite Nebraska spot included?*** The Passport is meant to get you out and exploring the state and finding some of those "hidden gems." A requirement for Passport stops is they are good regional tourism ambassadors and many of the businesses you visit may recommend other things in the area you should see and can make lodging recommendations if you wish to stay overnight or several days.

Here are just a sample of what you might visit on the Nebraska Passport — do you think you recognize any of them.



In 2018 the Nebraska Passport had a record breaking year with 749 participants who made it to all 70 stops, collected 144,903 stamps. The average number of stamps per person was 31 and the top **eight** stops that was most visited were: The UNL Diary Store, Rabbit Hole Bakery, and Piezano's in Lincoln; the Archway in Kearney; Zio's Pizza in Omaha; Wave Pizza in Grand Island; the Platte Valley Antique Mall in Greenwood and the Sheldon Museum of Art in Lincoln.

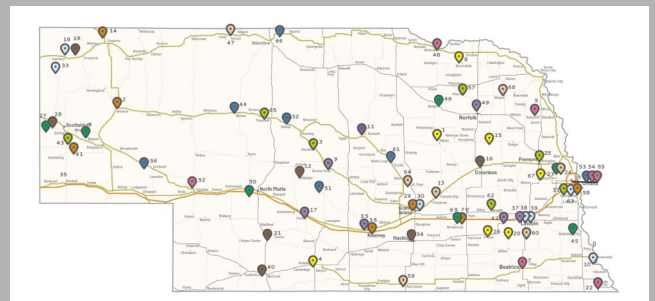
***Who does the Nebraska Passport and why?*** Many of the Passporters have a common story theme because they find it fun, unique way to spend quality time with friends and family and find places that they didn't realize exist. They enjoy supporting Nebraska businesses, meeting business owners and learning more about Nebraska. They find that it can even become additive and it's fun to discovery hidden gems along the way, and collect stamps for prizes. It helps bring out the "adventurer" in everyone. There are about 99.7% who would recommend the Nebraska Passport to others.

Erin showed us some of the places and people who had used the Nebraska Passport and discovered what Nebraska has to offer to newcomers to the state, people who have lived in Nebraska all their lives and didn't know certain places existed, and even some pets enjoy their Passport.

***What does the 2019 Nebraska Passport hold for you to see and enjoy?***

The map shows the 70 different stops for 2019. How can you participate? Through the 2019 booklet; the app, or you can search for the 2019 Nebraska Passport in your app store.

If you are interested in the 2019 Nebraska Passport you can contact [NebraskaPassport.com](http://NebraskaPassport.com) for further information. The Passport is good from May 1 through September 30th.





## Anniversaries & Birthdays

Weeks of March 21—March 27

### Birthdays:

Gene Frederick — March 21

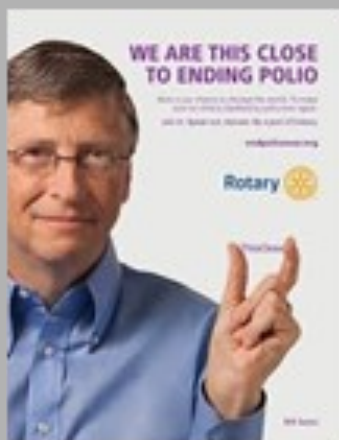
Gene Roth — March 23

### Anniversaries

None



## Happy Dollars



Al Burdick	\$ 1.00
John Duling	\$ 1.00
Barry Selk	\$ 5.00
Darrel Huenergardt	\$ 1.00
Steve Grosserode	\$ 5.00
Paul Horton	\$ 10.00
Dean Douglas	\$ 1.00
Tom Hyde	\$ 1.00
Gene Roth	\$ 5.00
Ben Martin	\$ 1.00
Nathan Rink	\$ 10.00
Jason Smith	\$ 1.00



### NOTE:

**Total Happy Dollars to date:**  
**\$1170.00**

**Total \$ 42.00**



### Greeter Duty

March — Gene Roth

### Make Ups

Dean Douglas — Port Isabel, TX



### Cashier Duty

March — Jason Smith  
Contact Dick Cumming

### Guests & Visitors

Marreea Anderson  
Tom Hyde

Guest of Steve Grosserode  
Lincoln South Rotary Club

## Lincoln East Rotary Club—April Speaker Schedule

April 3—Kristine Morton, Program Director, Cedars Home, arranged by Minnie Stephens

April 10—Dick Dienstbier, Ph.D., Service Above Self—Self Above Service,  
arranged by Chuck Erickson

April 17—Dale Wellman, Nebraska Wesleyan Basketball, arranged by Chuck Erickson

April 24 — Joe McCabe, arranged by Chuck Erickson

**Lincoln East Rotary Club**  
**Spoke Newsletter**  
**Published by Wayne Casper**