Amazing!
NBA Members Generate $441,919 For Flood Victims

The statewide “#NebraskaStrong Drive for Flood Relief” led by NBA member stations on Friday, March 22nd resulted in $441,919 in donations to the American Red Cross to aid the victims of the historic flooding impacting Nebraska and southwestern Iowa.

Major contributions included $25,000 each from Ameritas and Black Hills Energy, $20,000 from the NBA, $10,000 each from KETV and Gray Television, and $5,000 each from KMTV/The Scripps Howard Foundation and Citadel Communications, LLC/KLKN TV.

Ariel Roblin, Chairperson of the NBA Board of Directors and KETV President/General Manager said, “Nebraska Broadcasters are proud to serve our listeners and viewers throughout Nebraska and Southwest Iowa and we’re grateful for the Governor’s partnership of #NebraskaStrong. From lifesaving storm coverage to fundraising hundreds of thousands of dollars for relief and recovery, we come together for a stronger Nebraska. We thank Nebraska Governor Pete Ricketts for his tremendous support of this statewide effort.”

Ariel Roblin, Jill Orton (Red Cross Region CEO) and Jim Timm
Governor Ricketts, who fielded donor phone calls during the event along with First Lady Susanne Shore and Senators Deb Fischer and Ben Sasse said, “Thank you to the numerous individuals and businesses across the state who stepped up to support flood relief for their fellow Nebraskans on #NebraskaStrong Day. Susanne and I also want to thank the Nebraska Broadcasters who have led this effort and done an incredible job of helping keep people safe throughout the flooding. The road to recovery will be long, but together we will pull through this and rebuild bigger and better than before!”

NBA President/Executive Director Jim Timm added, “Never before in our 85-year history have we asked our members to collectively promote any event of this kind. This couldn’t have happened without the voluntary efforts of countless people from amongst our station membership.”

The NBA also thanks Omaha Steaks for donating the use of their call center. Personnel from the American Red Cross, the Governor’s office and the Nebraska State Patrol also contributed significant support.
Another year, another slate of legislative and regulatory concerns for broadcasters. The NBA’s annual advocacy trip to Washington, DC allowed NBA members to share our concerns with our federal delegates and their staffs as part of the National Association of Broadcasters (NAB) annual State Leadership Conference from Tuesday, February 26th through Wednesday, February 27th.

Among the hundreds of station owners, managers and state broadcast association executives participating from across the country were NBA Chairperson Ariel Roblin (KETV, Omaha); Vice Chairman Mark Jensen (MWB Broadcasting, Broken Bow/Ord); Secretary-Treasurer Ami Graham (NRG Media – Lincoln); Legislative Liaison Craig Eckert (Platte River Radio, Hastings/Kearney) and NBA President/Executive Director Jim Timm.

After a day of issue education and preparation from the NAB’s Government Relations team on Tuesday, we began Wednesday by attending the “Nebraska Breakfast” in the Dirksen Senate Building. This is a unique opportunity to hear what is on the minds of all five of our federal delegates in one setting. We then set out for our series of meetings with each delegate and their staff.

There were two key issues we discussed in our meetings:

- Performance Tax on Radio stations

- Neglected TV Markets & STELAR reauthorization
The “Local Radio Freedom Act” continues to be a powerful tool to show the record industry that Congress has enough members to oppose their proposed “Performance Tax” on radio station revenues. Performers have long valued radio airplay and the fame and fortunes that have been created as a result of it. Stations already pay royalties to compensate the authors, composers and publishers of the copyrighted songs played on the air. We thank Nebraska Congressmen Don Bacon, Jeff Fortenberry and Adrian Smith for renewing their co-sponsorship of the “Local Radio Freedom Act.”

30 years ago, STELAR (Satellite Television Extension and Localism Act Reauthorization) was a well-intentioned piece of legislation to help nascent satellite TV companies better compete with big cable monopolies at a time when millions of Americans could not receive their local broadcast stations over the air, from cable or satellite. On a temporary basis, Congress allowed the satellite companies to serve those households with a broadcast station operating from outside the local community, typically from a major city, so viewers could receive their network programming.

Over the past three decades, technology has eliminated the need to import out-of-market stations to consumers. But here in Nebraska, North Platte and Scottsbluff remain as two of the 12 neglected markets in America where local stations are still not offered by DirecTV. We believe Congress should allow STELAR to expire as it originally intended and are asking Senators Deb Fischer and Ben Sasse along with Congressman Smith to support our request.

Those attending this conference on the NBA’s behalf will tell you that while the days are long and the pace is fast, it is an invigorating experience. Our group knew the issues well and presented our concerns and requests effectively in each of our meetings. The NBA Board of Directors remains committed to pursuing and protecting the best Interests of our member stations.
Here at home, bill prioritizations are complete and the watch is on for any potential amendments of concern to broadcasters that could appear in the remaining weeks of this session.

Given the continually challenging fiscal environment in our state, we’re keeping a close watch on any attempts to repeal the tax exempt status of advertising. Through our partnership with Media of Nebraska, we have also engaged on certain bills that could impact the freedom of information required by statute.

Should anything pop up that needs member response, we will be sure to ask for your support.

What You Can Do

Invite your federal, state and local elected officials to your station on a regular basis. After they address issues of concern to your audience on the air, get a few minutes in your office to discuss your concerns about issues impacting broadcasters. Nothing is more powerful than hearing directly from you – those whose businesses and employees are impacted by the issues at play.

To learn more about any of these issues, contact Jim Timm at jim@ne-ba.org or 402-933-5995.
Chairperson Ariel Roblin called the meeting to order at 9:31 a.m. Minutes from the November 14, 2018 board meeting were approved.

**Hall of Fame:** Roblin outlined the procedures before the board heard from seven nominee advocates. The ensuing discussion and balloting resulted in Steve Altmaier, Ken Fouts and Kent Pavelka being elected for induction in 2019.

Secretary-Treasurer Ami Graham presented the financial statements October, November and December, which were approved.

**Legislative/FOI:** President/Executive Director Jim Timm said the Radio Performance Tax and STELAR are the NAB’s two primary federal issues for the forthcoming NAB State Leadership Conference in Washington DC. On state matters, Timm said “Winner Take All” legislation was not reintroduced this year and that the watch is on for potential removal of the tax exemption on advertising. Roblin and Timm also reported on the recent Media of Nebraska bill review.

**NCSA/PEP:** Timm reported on the status of current, pending and prospective partners.

**Member Services:** Timm provided updates on the Alternative Inspection program, EEO Scholarships, sales training program usage, and the forthcoming series of webinars.

**Convention:** Timm reminded the group of the “recording week” for the best news & sports categories in our 2019 Pinnacle Awards competition. Roblin reported that all session speakers are confirmed.

**Public Service:** Timm said the Governor’s Call-In Show continues to get consistent call volume and that response to our annual “Localism” survey has been strong.

**History Project:** Timm said he and President Emeritus Marty Riemenschneider continue to make progress on sorting and organizing the history files, and that Neil Nelkin is completing more historical interviews at UNO.

**Future Talent:** Timm said the P1 “intro to ad sales” course continues at UNL, UNO and NCC. Regarding the ChannelYou video series, a plan was approved to refresh the content with the assistance of member station personnel.

**Old Business:** Updates on our revamped college scholarship program and first-time high school scholarship program were given, and Timm was asked to find out how much money other state associations award their college recipients. Larry Forsgren and Vice Chairman Mark Jensen volunteered to work with Timm on reviewing proposals for the creation of a NBA History website.

**New Business:** A motion was approved to purchase a new member association software program, to streamline convention registration and general communications within our membership. Chairman Elect Graig Kinzie urged members to participate by playing in or sponsoring the NBA Foundation golf tournament on May 2.

Roblin thanked everyone for their participation and the meeting adjourned at 11:38 a.m.
The NBA will welcome Steve Altmaier, Ken Fouts and Kent Pavelka into our Hall of Fame on August 13th in La Vista, during the 85th Annual NBA Convention. These inductees will be the respective 103rd, 104th and 105th members of our Hall of Fame, which was established in 1972.

Altmaier served the people of the Tri-Cities area for 42 years from KGFW and KQKY in Kearney. He got started in 1974 as an announcer on both stations and was promoted to sports director for KGFW in 1981. In 2005 he was named KGFW’s associate news director before becoming news director in 2009; a title he held until his retirement in 2016. Steve is known by many for his calming voice and demeanor, and became known by even more as “The Voice of the Lopers” where he called more than 2,500 University of Kearney (UNK) athletic contests over a 24-year span, along with countless high school football and basketball games. His passion for sports broadcasting resulted in recognition as the Nebraska Coaches Association “Media Person of the Year” in 2005 followed by his induction to the UNK Athletics Hall of Fame in 2006.

Fouts caught the broadcasting bug while earning his BS in Education at the University of Nebraska-Lincoln, working part-time at KLIN, KLNS, KOLN TV and KUON TV. Before graduating in 1964, Ken knew that directing coverage of sporting events was his career goal. As one of America’s leading producers/directors of national and international sports programming, Ken’s employers included NBC Sports, ABC Sports, Turner Sports, ESPN, Fox Sports and others. He produced and directed events including include Cincinnati Reds baseball, NFL playoffs, the World Series, Orange and Fiesta Bowls, Super Bowl XV and two Olympics. The breadth and quality of Ken’s work earned him seven Emmy Awards after producing and directing over 3,000 TV sporting events in 15 different countries around the world over five decades, before retiring in 2002.

Pavelka is best known for delighting Nebraska Cornhusker fans with some of the most legendary radio calls in University of Nebraska Athletics history. Kent began his illustrious career in 1972 at KHUB in Fremont as an announcer and sportscaster. In 1974 he joined Omaha’s KFAB in a similar role and moved up to operations manager. Kent’s Husker radio career started at KFAB, doing football color commentary from 1974 through 1983 before becoming the play-by-play man from 1984 through 1996. Kent also took on play-by-play for Husker Men’s Basketball from 1974 through 1996. He later joined Omaha’s Kkar before putting the headset back on to call Husker hoops again starting in 2006 with Husker Sports – a position he still enjoys today. A play-by-play legend in Nebraska and beyond, Kent recently called his 1,000th Husker Men’s Basketball game.
Over the years, media has taken some heat from elected officials. If you’ve been a broadcaster long enough you can probably remember instances of exclusion, prejudice and rhetoric from both Democrat and Republican administrations. As industry leaders we brace and prepare for this. We know it’s part of the job, but unfortunately all the posturing and name calling can distract people from the bigger part of our job: to serve our audiences with the airwaves granted to us by the FCC.

The variety of ways we do this is as diverse as our audiences. Music, entertainment, weather, investigations that help consumers and hold elected officials accountable, non-biased news and even partisan commentary are all a part of our dynamic industry. I cannot think of a more diverse, competitive, and outspoken industry than ours.

I can also not think of a more united, caring, and mission-focused industry than ours. Although we may differ greatly in our programming, the root of our mission as a broadcaster is to serve. Our model of free speech, diverse thought, and public accountability is the underpinning of our shared mission. It is that mission that exposes us all to new ideas and the value our differences bring to a community. Which is why when our viewers and listeners are in need, we are there to help.

From the first signs of severe weather approaching, to emergency evacuations, recovery efforts, and even raising hundreds of thousands of dollars in relief efforts, Nebraska broadcasters are there to help. When it comes to the strength and well-being of our communities we always unite. Therefore, there was no hesitation when the Nebraska Broadcasters Association asked every broadcaster in our state to help raise money for the victims of the historic and devastating floods, raising over $441,000 in just one day! This, in addition to the independently hosted broadcaster drives throughout the state, totaled over $843,000 in cash donations, plus countless truckloads of water bottles, diapers, clothing, cleaning supplies, shovels - you name it and our audiences heard the call and delivered it!

No matter how competitive or different we may be, we know the power we hold and the difference we can make when we join forces for the betterment of Nebraska. Broadcasters are proud to play a vital role in keeping communities safe and helping support the victims of these devastating floods and other natural disasters. We want to thank all the broadcasters that made this possible and we should all be proud of the example set by the collective membership of the Nebraska Broadcasters Association!

Ariel Roblin

Ariel Roblin—KETV, Omaha
**Future Talent: Students Show Their Skills, Rack Up Awards**

**NSAA Journalism Tournament: Broadcasting Entries Up 59% In Year Two**

2019 marks the second year of the inclusion of four different Broadcasting Categories in the NSAA’s Annual State Journalism Tournament.

The video categories are Broadcast Feature, Broadcast News, Broadcast Sports and PSA. A total of 200 entries were submitted this year – a 59% increase from last year! Judging was just completed at the time of this publication, so look for a report in June on each category’s winners.

The NBA and NSAA thank personnel the following members for volunteering to judge this year’s entries: KETV, KHGI, KLKN, KMTV, KPTM/KXVO, KRVN, NET and UNO.

**UNK Students Win Big At IBS Conference**

UNK Professor Ford Clark is proud of his three students who were recognized at the annual Intercollegiate Broadcasting System College and High School Radio/TV/Media Awards ceremony in New York City on March 2nd.

The UNK finalists were Haley Pierce, a finalist in the category of Best Public Affairs Program for her piece on UNK's first-year program "Theatre of the Mind,” and a finalist and winner in the category of Best Radio Drama for the series "The Untold Oddysseys."

Evan Jones and Austin Jacobsen were named finalists in the Play by Play - Football category, and finalists and winners in the category of Best Pre-Game/Post-Game Show. Way to go, future broadcasters!
UNO MAVRadio.FM Crew Wins Big At BEA Competition

The Broadcast Education Association’s annual “Festival of Media Arts” bestowed awards on eight students and Professor Jodeane Brownlee in the nationwide February competition.

Here are the categories and winners: Faculty Radio Station Promo, PSA Commercial: Jodeane Brownlee & Michael Burns, Award of Excellence. Radio Comedy or Drama: Michael Burns, First Place. Radio Comedy or Drama: Devon Maline, Award of Excellence. Radio Specialty Program: Ben Phillips, Harrison Popp, Anna Rodriguez and Simon Ristow, 2nd Place. And in Television Promotional: Lyle Kwiatkowski & Ryan Hollst, Award of Excellence. Way to go, future broadcasters!

L to R: Ben Phillips, Harrison Popp, Anna Rodriguez, Devon Ruff, Ryan Hollst, Michael Burns, Lyle Kwiatkowski, Drew Roberts, and Gabby Kesterson, general manager.

Post open positions FREE on our NBA Careers Page. Contact Jim Timm at Jim@ne-ba.org
More Members Benefits: New Webinar Series for 2019

The NBA has expanded its training offerings in 2019 with a series of FREE webinars produced by the Michigan Association of Broadcasters.

These Thursday webinars will cover a variety of topics for sales, engineering, programmers and managers. On the docket:

- Apr. 18, Digital: Wilkinson Barker Knauer, LLP, "Updating Website TOS Agreements"
- May 16, Programming: Kevin Robinson, "You are Doing it Wrong"
- June 20, Engineering: Jeff Welton, Nautel (topic TBD)
- July 18, Engineering: Larry Wilkins, "Chief Operator Rules Review"
- Sept. 19, Management: Laurie Kahn, (topic TBD)
- Oct. 17, Management: Chris Lytle, "Scarcely Talent: Recruiting and Hiring Better Salespeople"
- Nov. 21, Management: David Oxenford, (legal/regulatory topic TBD)

Stay tuned for more info!

NBA Welcomes New Member

Radio Nebraska Network

Save The Date!

2019 NBA Annual Convention
August 13 & 14
Embassy Suites - La Vista
Online Registration Opens June 17th!
**NBA Board Member Profile: Chuck Schwartz**

This feature introduces you to a NBA Board Member each quarter. In this issue, we are pleased to feature Chuck Schwartz, KNEB AM/FM in Scottsbluff.

My current role is best summed up as: Easing into retirement – a two year journey. I am assisting new Station Manager Bill Boyer in handling EEO requirements from the FCC, calling on clients that have not been seen in some time, adding a voice to commercials, and filling in on sports play-by-play as needed.

First job in broadcasting: Sports Director at KOVF, the campus radio station at what was then Kearney State College, which consisted of play-by-play of home games, and at the same time, doing color commentary on road games with KRNY in Kearney.

Best career advice I’ve ever received: Make every day an enjoyable day, both for me and everyone who comes in contact with me.

Why I love what I do: Working in a vibrant industry, meeting a wide variety of people, and getting to witness a huge number of sporting events.

One thing I’d like to change about this business: Once again becoming a trusted source of news and information, with the general public not feeling like personal bias is the underlying factor in the dissemination of information.

Why young people should get into broadcasting: It’s an exciting, ever-changing business, where there is no excuse to “get into a rut.”

My family: Judy and I will celebrate our 45th Anniversary this spring. We have a son, Benjamin, and a daughter, Megan, each with two children – so four grandchildren to spoil!!

I enjoy serving on the NBA board because: I’ve always had a sense of needing to give back to your community and your industry, and this is one way to accomplish this. However, I feel I’ve gotten back much more from serving on the NBA board than I’ve ever been able to give, due to the tremendous quality of the board members I’ve served with over the past (hard to believe) 17 years.
NBA Members In the Spotlight

Lots of people in the news at NRG Media - Omaha. Gary Sharp, co-host of “Sharp & Benning in the Morning” on “1620 The Zone” (KOZN) was named Nebraska Sportscaster of the Year by the National Sports Media Association. Mike Thompson was named AM stations Operations Manager/Program Director, and Scott Vowinkle was named Director of Sales for the entire seven-station cluster.

Just after publication of our December issue, Omaha’s Walnut Radio announced a new partial simulcast of KOMJ’s “Boomer Radio” on KBLR, along with a call letter change on both signals to KOBM.

In Norfolk, KEXL completed a facility upgrade to enhance the station’s reach in northeast Nebraska.

Omaha-based Spirit Catholic Radio is celebrating 20 years of broadcasting the Gospel message across their network of six stations across the state.

Gary Sharp

Mike Thompson

Scott Vowinkle
Jill Martin has taken over operations of The Nebraska News Service, whose UNL student reporters cover the Legislature and state government issues.

Joey Dee was named Program Director of iHeart Media – Omaha’s KISS FM (KISO).

At KNEB AM/FM in Scottsbluff, Bill Boyer was named Station Manager. Boyer succeeds Chuck Schwartz who retired as Station Manager but remains with KNEB on a part-time basis.

Kathy Higgins was named President of the five-station Summit Media cluster in Omaha, which Summit purchased from Scripps in a transaction that closed late last year.

Alpha Media’s KFOR AM in Lincoln will be honored with the NAB (National Association of Broadcasters) Crystal Heritage Award at the NAB Show in Las Vegas on April 9. The Heritage Award recognizes radio stations that have won a total of five Crystal Radio Awards for exceptional year-round community service efforts.
Do you know your five freedoms, as guaranteed within our First Amendment?

Strong support of this campaign from you – our NBA member stations – is helping more and more Nebraskans understand these unique important freedoms. And soon, other state broadcast associations and press associations will be adopting the campaign.

The “Think First” campaign was generated through Media of Nebraska, a nonprofit organization in which the NBA, Nebraska Press Association and the daily and weekly publishers’ groups partner to protect access to public records and open meetings as outlined in state statutes. The creative elements were designed by the Clark Creative Group of Omaha.

NBA members are encouraged to keep this campaign rolling. Thank you for your support!

Gloria Armstrong
“Mean” Gene Okerlund
Terry Forsberg
1964 - 55 Years Ago

Please note the new address of the Nebraska Broadcasters Association is 525 Stuart Building in Lincoln.

Charles Thone, Association Counsel, is vigorously pursuing implementation of the FCC proposal where five-year licenses would be issued instead of the current three.

1969 - 50 Years Ago

LB 191 has been proposed to extend the Nebraska Sales Tax to the gross receipts from the sale of advertising. No other service is proposed to be taxed under our sales tax law. The NBA is hard at work explaining the deficiencies of this legislation.

Mel Sauer, a 28-year-old Scottsbluff disc jockey who is blind, has been named to receive the “Eyes on Nebraska” award. Sauer, who broadcasts over radio station KOLT, was accorded the honor by the Nebraska Optometric Association. Sauer conducts interviews by telephone and holds a third class operator’s license. With the help of Omaha radio engineers, they designed equipment whereby Mel is able to read his station’s meters by sound.

1979 - 40 Years Ago

Harry Pappas, UHF telecaster in the Fresno, CA market has obtained a lease on the old KMTV building in Omaha. He plans to apply to the FCC for a license in the UHF band. Pappas has sublet part of the space to the John Mitchell group, as the future home of KQKQ-FM, if the FCC approves the move from Council Bluffs.

New Executive line-up at WJAG, Norfolk: Hollis Francis, manager of WJAG AM, Robb Thomas, manager of WJAG-FM. Bob Thomas continues as general manager.

Using innovative methods to raise money for muscular dystrophy has earned Leta Powell Drake, KOLN/KGIN-TV, Lincoln, an Abe Lincoln Award nomination sponsored by the Southern Baptist Radio and Television Commission. The judges feel Miss Drake has made contributions to children’s programming and muscular dystrophy through her creation of the character Kalamity Kate and the program, “Kalamity Kate’s Show Wagon.”

continued on next page
1989 - 30 Years Ago

Bob Green, President of Gordon Broadcasting, the operator of NTV, announced the sale of the station to Sterling Communications. NTV broadcasts over KHGI-TV 13 in Kearney, KSNB-TV 4 in Superior and KWNB-TV 6 in Hayes Center.

The FCC has set a hearing date for a new Omaha FM. The commission will select from among five remaining applicants for the FM frequency 105.9 in Omaha. Six different entities had made an initial application but Richard Palmquist failed to submit the application fee before the deadline and said he has withdrawn. The remaining parties are Omaha FM Broadcast Limited Partnership; Freedom Broadcasting Network; Diane Landen; Omaha Metro Broadcasting and Baer Broadcasting.

1999 - 20 Years Ago

The NBA Foundation has passed the $60,000 mark after a flurry of fundraising at year-end to meet Barbara and Harold Soderlund’s challenge. In mid-1998, the Soderlunds’ made a $100,000 challenge, ($25,000 each year for four years) if other donors would match it. And in the first year of the challenge, they did! Donations included $10,000 from Ray Lockhart, former owner of KOGA AM/FM and KMCX in Ogallala. Lockhart is a NBA Past President and 1998 NBA Hall of Fame inductee.

2009 - 10 Years Ago

The “Local Radio Freedom Act,” (H. Con. Res. 244 & S. Con. Res. 82) recognizes the importance of local radio broadcasters and the significant services they provide to their local communities. These resolutions also express opposition to the imposition of a performance tax on local radio broadcasters. Thus far, over 144 members of Congress have signed on to support the this act, including all three Nebraska Congressmen, Jeff Fortenberry, Adrian Smith and Lee Terry.

Several Nebraska television stations made the Digital TV conversion on February 17 or before. Stations reported a lower than expected number of calls from viewers who had issues with their television reception. The NBA continues to partner with the Omaha DTV coalition offering assistance to viewers through the United Way of the Midlands’ 2-1-1- system. Over 60 volunteers have been trained to go into homes of viewers who have requested help, and are serving as “boots on the ground.”

32 Nebraska State Senators attended the 2009 edition of the NBA Legislative Reception, held in Lincoln. NBA Chairman Dennis Brown, owner of KCSR in Chadron, welcomed the Senators and NBA President/Executive Director Marty Riemenschneider distributed a new Digital TV kit for each attendee. The reception followed the Winter NBA board meeting and lunch with Governor Dave Heineman earlier in the day.
NBA PINNACLE AWARDS 2019 TIMELINE

Are you ready to hang some new hardware in your lobby? The entry window for the 2019 NBA Pinnacle Awards is nearly here!

Here are the dates you need to know:

**NOW through April 9:** Practice window. Go to [www.rockourawards.com](http://www.rockourawards.com)

**April 17 – May 6, 5:00 PM Central:** Entry window.

**August 14:** Pinnacle Awards Banquet at Embassy Suites – La Vista

**Friday, February 22, 2019:** All entries for "Best Newscast" and "Best Sportscast" must have aired on this date ONLY.

**April 1, 2018 – March 31, 2019:** The dates between which all 2019 entries must have first aired/appeared.

Click here for [Official Rules](#)

100% of all entry fees go to the NBA Foundation Scholarship Fund.

We look forward to another exciting competition...to find out who is creating the “best of the best” in Nebraska Broadcasting!

Sponsored by:

[Logo of Pinnacle Bank]

[Logo of Nebraska Public Power District]

Save the Date!

2019 NBA Annual Convention
August 13 & 14
Embassy Suites—La Vista
Online registration opens June 17th
NBA Annual Foundation Golf Tournament

4th Annual NBA Foundation Golf Tournament

Thursday May 2, 2019
Woodland Hills Golf Course
11:00 AM Shotgun Start

All proceeds go to the NBAF Scholarship Fund, helping Nebraska college and high school students pursue broadcasting degrees and careers

- Individuals and teams welcome
- Best Ball format
- $100.00 per player includes lunch at the turn & flag prizes

Treat your clients! Treat your employees!
Take a day off and have some fun!

For sponsorship & other information: jim@he-ba.org or 402-933-5995

$100 per person or $400 per foursome singles encouraged—we’ll team you up!

REGISTER NOW: https://form.jotform.com/90485734431156
Do You Still Make This Sales Training Mistake?

For many years, I toured the country with a 1-day seminar, Sales $101.

Get it?

It was an entry level (101) sales course and we charged $101 for it. We averaged 35-40 people per session. It was a lovely little cash cow for Sarah and me.

Now, I’ve heard hundreds of reasons (excuses) why companies don’t invest in sales training. But let me tell you about the dumbest one.

One day, I took a call from a sales manager who wanted to send someone to the seminar. (Remember, it cost $101 per person.)

“Chris, I don’t have the budget to send all five people,” he said. “So, I’m holding a sales contest to see which one gets to go to your seminar next month.”

“You’re going to send the loser, right?” I asked.

“No, I’m going to send the winner,” he said. “Why would I send the loser?”

He sounded confused by my question, which I thought was exactly the right one to ask.

“Because the loser of the sales contest is the one who needs sales training the most,” I said. “Give the winner dinner for two at the best steakhouse in town,” I urged him. “That’s what I would do.”

He still thought I was kidding. I wasn’t. I was giving him the very best advice for someone with a tiny training budget.

Sure, it’s mistake to hold a sales contest and send the winner to the training session. But the bigger mistake for sales managers is thinking that sales training is a reward instead of an absolute necessity.

And it’s a necessity for everyone on the sales team.

NBA Members can get FREE weekly sales meeting training materials delivered to your inbox every Tuesday from Chris Lytle. Just email jim@ne-ba.org to get signed up!
NEBRASKA EMERGENCY ALERT SYSTEM

2019 EAS Required Monthly Test (RMT) Schedule

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GOVERNOR RICKETTS CALL-IN SHOW SCHEDULE

More than 30 member stations across Nebraska carry the NBA Governor’s Monthly Call In Show, which originates from KFOR in Lincoln with distribution support from Husker IMG Sports. Call volume is strong and listener passion evident on the variety of issues raised during each program. The NBA and Governor Ricketts thank our many affiliates and remind you to promote each month’s program on the air, online and through social media.

2019 Governor Ricketts Call-In Show Dates:

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<th>April 8</th>
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SAVE THE DATE! SYNC WITH THE NBA CALENDAR

Events, Meetings & Deadlines

- NBA Pinnacle Awards Practice Window: March 26 – April 9, 2019
- NAB Show: April 6-11, 2019 – Las Vegas, NV
- NBA Pinnacle Awards Entry Window: April 17 – 5pm Central, May 5, 2019
- NBA Board Meeting: May 1, 2019 - Lincoln
- NBA Foundation Golf Tournament: May 2, 2019 – Eagle
- The Conclave: June 19-21, 2019 – Minneapolis
- NBA Annual Convention: August 13-14, 2019 – La Vista
- Iowa LUC Window Opens: December 20, 2019 (for Feb. 3, 2020 IA Caucuses)
- Nebraska LUC Window Opens: March 20, 2020 (for May 12, 2020 Primary Election)
- NBA Annual Convention: August 11-12, 2020 – Lincoln
- General Election LUC Window Opens: September 4, 2020 (for Nov. 3, 2020 General Election)
Nebraska New Car & Truck Dealers Association

_is sponsoring a seminar for all licensed dealers (new and used) ..._

2019 Compliance Seminar

presented by Josh Eickmeier, Executive Director,
Nebraska Motor Vehicle Industry Licensing Board and
Betty Johnson, Administrator, Nebraska Department of Motor Vehicles

This compliance seminar is presented for licensed dealers, managers and other pertinent dealership personnel, as well as advertising agencies and advertising personnel from newspaper, radio, and television.

It is HIGHLY RECOMMENDED that ANYONE involved with any aspect of dealership ADVERTISING attend to avoid possible advertising mistakes that could result in fines!

***Bring your questions on Dealership Advertising***

Cost: $10 per person. Make check payable to "Nebraska New Car & Truck Dealers Association"
and mail to: Nebraska New Car & Truck Dealers Association
P. O. Box 95023, Lincoln, NE 68509
Registration starts at 8:30 a.m. All seminars run 9:00 a.m.—Noon
QUESTIONS: call 402-475-1079

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<tr>
<td>Date</td>
<td>Location</td>
</tr>
<tr>
<td>Tuesday, May 7</td>
<td>Gering Civic Center, 1050 M Street, Gering</td>
</tr>
<tr>
<td>Wednesday, May 8</td>
<td>Sandhills Convention Center/Ramada Inn, I-80 &amp; So. Jeffers, North Platte</td>
</tr>
<tr>
<td>Thursday, May 9</td>
<td>Quality Inn &amp; Conference Center, I-80 &amp; US Hwy 281, Grand Island</td>
</tr>
<tr>
<td>Friday, May 10</td>
<td>Divots Conference Center, 4200 W. Norfolk Avenue, Norfolk</td>
</tr>
<tr>
<td>Tuesday, May 14</td>
<td>Omaha Marriott, 10220 Regency Circle, Omaha</td>
</tr>
<tr>
<td>Wednesday, May 22</td>
<td>Country Inn &amp; Suites, 5353 N. 27th Street, Lincoln</td>
</tr>
</tbody>
</table>

Name (type or print plainly) ____________________________________________________________________________

Title ____________________________________________________________________________ $10.00

Name (type or print plainly) ____________________________________________________________________________

Title ____________________________________________________________________________ $10.00

Name (type or print plainly) ____________________________________________________________________________

Title ____________________________________________________________________________ $10.00

TOTAL…………………………..$________________

DEALERSHIP: ______________________________________________________________________________________

ADDRESS: ______________________________________________________________________________________

PHONE: _________________________ E-MAIL: ____________________

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