



NEBRASKA
TRAVEL ASSOCIATION

ADVOCACY DAY HANDBOOK

Advocacy Day is February 13th



ADVOCACY DAY

Nebraska State Capitol
1445 K Street Lincoln NE 68508
(Street parking available around the Capitol)

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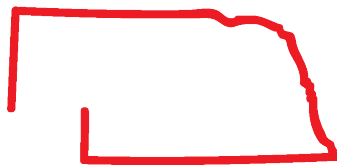
ABOUT THE NEBRASKA TRAVEL ASSOCIATION

The Nebraska Travel Association (NETA) is a dedicated organization committed to promoting and enhancing the state's tourism industry. Its mission is to advocate for policies, initiatives, and investments that support tourism as a vital economic driver in Nebraska.

By fostering collaboration among industry stakeholders, NETA seeks to ensure that Nebraska remains a top destination for travelers.

The purpose of NETA is to combine the resources of Nebraska to more efficiently promote the tourism industry by:

1. Providing a forum for the exchange of ideas and programs between members and the Nebraska Tourism Commission while also developing a common direction, avoiding duplication, and effectively using promotional dollars
2. Assisting the Nebraska Tourism Commission with promotional and advertising efforts to the mutual benefit of the state and the tourism industry
3. Pursuing and influencing policies, programs, and legislation that are responsive to the needs of the industry as a whole
4. Establishing and maintaining communication with all tourism entities within the state to encourage the continued growth and development of Nebraska's tourism industry
5. Providing scholarship assistance to members of the tourism industry for travel shows and educational conferences
6. Honoring leaders who recognize tourism as having a strong, positive impact upon the economic well-being of Nebraska and whose actions support and strengthen the industry



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LOBBYING ADVICE

1. Tell The Truth

Credibility is your most valuable asset when speaking with your state senator. They are accustomed to hearing a variety of perspectives and rely on accurate information to make decisions. Even if your position is not the most popular or favorable, presenting truthful facts and genuine stories strengthens your case. Dishonesty, whether intentional or accidental, can quickly erode trust and undermine your efforts in the long run.

2. Know Who Is On Your Side

Understanding which senators, organizations, or constituents already support your position is critical. Having allies allows you to build a broader coalition and demonstrate the popularity or necessity of your proposal. Before approaching your Senator, research their past voting records and public statements to gauge whether they are likely to align with your views. This knowledge allows you to tailor your message in a way that resonates with their values.

3. Know The Opposition

Just as important as understanding your allies is knowing who opposes your position and why. Anticipating counterarguments allows you to prepare thoughtful responses that can address concerns and potentially neutralize resistance. Showing awareness of opposing viewpoints demonstrates that you have thoroughly considered the issue, which can make your arguments more compelling and credible.

4. Don't Be Afraid To Admit You Don't Know Something

No one expects you to have all the answers, but they do expect honesty. If you encounter a question or concern you cannot address, admit it and commit to finding the information. A promise to follow up with accurate data shows integrity and a willingness to engage in productive dialogue. Trying to bluff through an answer risks damaging your credibility.

5. Be Specific About What You Seek

General complaints or vague requests are less effective than a clear, actionable ask. Whether you are seeking support for a specific bill, requesting a public statement, or asking for a meeting with key stakeholders, clarity is key. When senators understand exactly what you want, they can better evaluate and act on your request.

6. Follow Up

Your initial conversation is just the beginning of the process. Sending a follow-up email or letter thanking the senator for their time and reiterating your key points keeps your issue on their radar. If you promised to provide additional information, ensure it is sent promptly. Persistence, when paired with professionalism, demonstrates your commitment to the cause.

7. Don't Burn Any Bridges

Politics is a long game, and relationships matter. Even if a senator disagrees with your position on one issue, they may align with you on another in the future. Maintaining respect and professionalism, even in the face of opposition, leaves the door open for future collaboration. Burning bridges today could cost you valuable allies tomorrow.

8. Be Courteous But Don't Be Intimidated

Senators are public servants elected to represent the people, including you. Approach them with the respect their office deserves, but remember that your voice matters. Confidence in presenting your case helps ensure your message is heard, while courtesy fosters a constructive and respectful dialogue.



TALKING TO YOUR SENATOR

Starting a conversation with your state senator about the Nebraska Travel Association and the tourism industry as a whole can seem daunting, but it doesn't have to be.

Senators are accustomed to engaging with constituents and appreciate hearing firsthand how issues affect their communities. Here are some approaches to initiate the dialogue and maintain a meaningful exchange.

CONVERSATION STARTERS

1. **Connect Through Legislative Interests:** "Senator, I know you've supported initiatives for economic growth in rural areas. I'd love to discuss how tourism can be a key driver for those efforts." This links your topic to their known priorities.
2. **Economic Impact Question:** "Did you know that the tourism industry contributes over \$4.6M to Nebraska's economy each year? Just in my neck of the woods [place] we have seen an impact of [amount]. I would love to discuss how we can build on this success." Framing it as a question invites curiosity and signals the topic's significance.
3. **Shared Values:** "As someone who values economic growth and community development, I wanted to share how the tourism industry is creating jobs and enriching our local culture." This aligns your perspective with theirs, fostering common ground.
4. **Focusing on Community Impact:** "How do you see tourism fitting into our community's broader goals for growth and development? I'd like to share some examples of what's already happening locally." This question encourages them to think about the issue in a collaborative way.

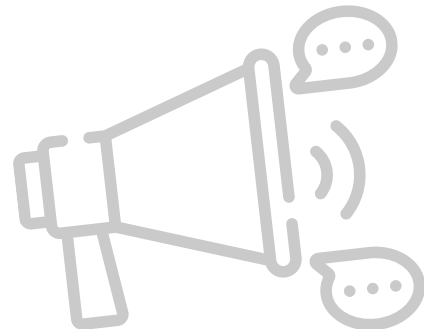


*Keep in mind, one of the messaging goals of Nebraska Tourism is talking about how tourism is an economic driver throughout the state. We want to connect the dots on how this brings in over \$322M in tax revenue from out of state and how large of an impact this makes locally.

CONTINUING THE CONVERSATION

Once the conversation begins, keeping it focused and impactful requires thoughtful communication. Here are strategies to sustain the dialogue and effectively present your points:

- 1. Use Stories To Illustrate Impact:** Stories make the issue tangible and relatable. Share specific examples of how the tourism industry has positively affected individuals or businesses. For instance, "North Platte hosted a regional softball tournament this past summer and during that one weekend, visitors made an economic impact of over \$400,000."
- 2. Incorporate Credible Facts:** Support your anecdotes with well-researched data. For example, "Statewide, tourism supports over 41,000 jobs and generates \$322M in tax revenue annually." Integrating facts with stories ensures your argument is both emotional and rational. You can get a plethora of State Tourism impact facts at visitnebraska.com/nebraska-economic-impact-report-dashboard.
- 3. Ask Engaging Questions:** Encourage dialogue by asking questions like, "What do you see as the biggest opportunity for growth in our state's tourism sector?" or "How do you think we can better leverage tourism to support rural communities?" Questions invite their input and create a two-way conversation.
- 4. Link To Broader Priorities:** Connect the tourism industry to issues the senator already cares about, such as job creation, education, or infrastructure. For instance, "Investing in tourism marketing not only attracts visitors but also supports small businesses and helps fund vital services throughout the state with the increased tax revenue."
- 5. Propose Clear Actions:** End the conversation with specific requests, such as, "We'd love your support for [specific legislation or initiative]," or "Could we schedule a follow-up meeting to discuss how we can partner on this issue?" Being direct about your goals ensures the senator knows how they can help.





FINAL THOUGHTS

Effective communication with your senator hinges on balancing personal anecdotes with factual data, demonstrating the local impact of the tourism industry, and framing your message in alignment with their priorities.

By starting the conversation with relatable and engaging topics and continuing it with clear, actionable points, you can make a compelling case for the issues that matter most.

How A Bill Becomes Law In Nebraska



1. **Bill Drafted** As Requested By State Senator
2. **Introduced** Title Read - Bill Assigned To Standing Committee
3. **Public Hearing** By Committee - Seven Days Notice Required
4. **Committee** Committees Consider In Executive Session
**Bill Could Be Killed In This Stage*
5. **General File** "First Reading" - Debate & Amendments Allowed
**Bill Could Be Killed In This Stage*
6. **Enrollment & Review** Bill Is Corrected & Amendments Added
7. **Select File** "Second Reading" - Debate & Amendments Allowed
**Bill Could Be Killed In This Stage*
8. **Engrossment** Bill Is Printed In Final Form
9. **Third Reading** Final Reading - Bill Is Read In Full
**Bill Could Be Killed In This Stage*
10. **To Governor** If No Action By Governor In Five Days, Bill Becomes Law
**Governor May Ignore, Sign, Or Veto*

10a. If The Bill Signed
Becomes A Law

10b. If The Bill Vetoed
Goes To Legislature Review

11. **Legislature Review** Veto Can Be Overruled Or Upheld

11a. Veto Overruled
Becomes A Law

11b. Veto Upheld
Gets Killed

Guide To Testifying

A committee may consider several bills during an afternoon. The committee chairperson will announce the order in which bills will be heard, the rules for testifying and whether there will be a time limit on your testimony.

The length of time spent on each bill varies, depending largely on the number of people testifying, the length of their testimony and the number of questions asked by committee members.

Each bill first will be presented by the senator who sponsors it. Committee members may follow up with questions. The committee chairperson then will ask proponents of the bill to testify. Then opponents of the bill will be invited to testify, followed by those giving neutral testimony.

Addressing committee members or testifiers from the audience is prohibited. Applause and other public demonstrations also are prohibited. Please turn off phones to avoid disturbing the hearing.

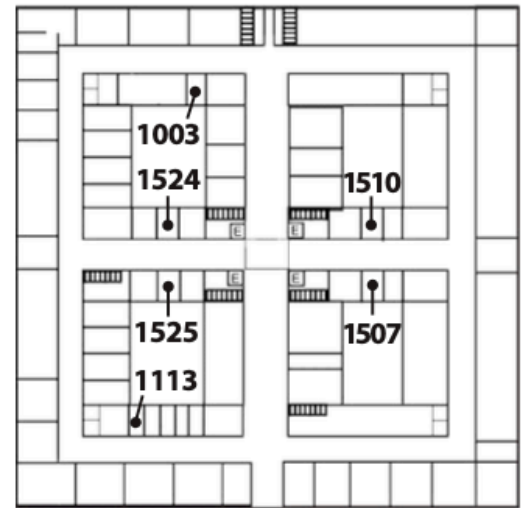
Senators routinely come and go during hearings. They have other commitments, including the presentation of bills in other committees that are meeting simultaneously.

To find the names and contact information of committee chairpersons, visit NebraskaLegislature.gov/committees.

Hearing Rooms

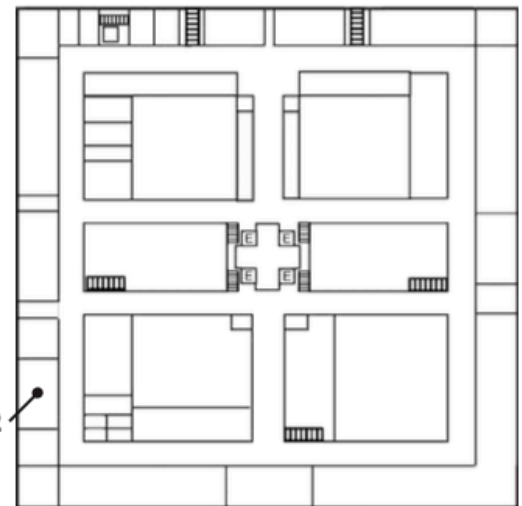


First Floor



Second Floor

2102



Committee	Room	Dates
Agriculture	2102	T
Appropriations	1524	M, T
Appropriations	1003	W, Th, F
Banking, Commerce & Insurance	1507	M, T
Business & Labor	2102	M
Education	1525	M, T
General Affairs	1510	M
Government, Military & Veterans Affairs	1507	W, Th, F
Health & Human Services	1510	W, Th, F
Judiciary	1113	W, Th, F
Natural Resources	1525	W, Th, F
Nebraska Retirement Systems	1525	at call of Chair
Revenue	1524	W, Th, F
Transportation & Telecommunications	1113	M, T
Urban Affairs	1510	T

Examples of how testifiers may dress.



About Committees

Bills introduced in the Legislature must receive a public hearing by a legislative committee. These hearings are an opportunity for citizens to speak directly to state senators regarding the creation of Nebraska laws.

Everyone is allowed to testify at public hearings and all testimony is included in the official committee record.

The Nebraska Legislature has 14 standing committees:

- Agriculture
- Appropriations
- Banking, Commerce and Insurance
- Business and Labor
- Education
- General Affairs
- Government, Military and Veterans Affairs
- Health and Human Services
- Judiciary
- Natural Resources
- Nebraska Retirement Systems
- Revenue
- Transportation and Telecommunications
- Urban Affairs

Each of these committees has six to nine members.

Hearing Locations And Times

Public hearings on bills typically are held in the afternoons during the first half of the legislative session. Committees have regularly scheduled rooms and meeting days, although they sometimes meet in different rooms at varying times in order to accommodate testifiers or large audiences.

Hearings usually begin at 1:30 p.m. See the hearing room assignments and Capitol map to the right.

The weekly schedule of committee hearings is published on the last legislative day of the week throughout the legislative session.

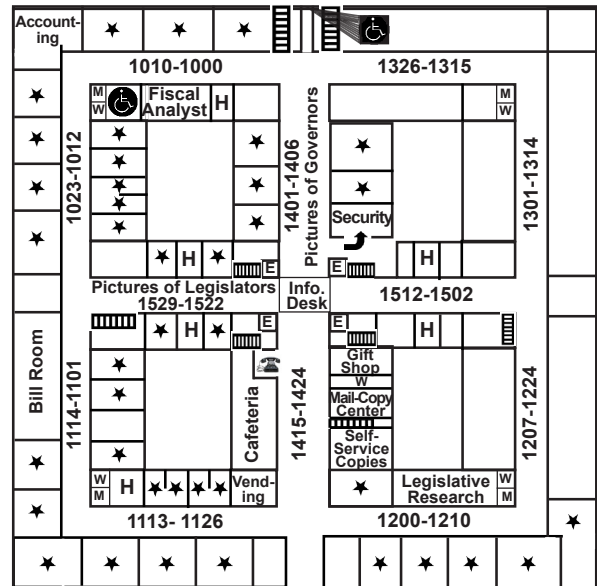
The schedule is available on a table in front of the Clerk's Office, in the Sunday editions of the Lincoln Journal Star and the Omaha World-Herald, in the weekly Unicameral Update (update.legislature.ne.gov) and at NebraskaLegislature.gov.

If auxiliary aids or reasonable accommodations are needed for you to attend a hearing, please call the Office of the Clerk of the Legislature at 402-471-2271.

If you have a hearing or speech impairment, please call the Nebraska Relay System at 800-833-7352 (TTY) or 800-833-0920 (Voice).

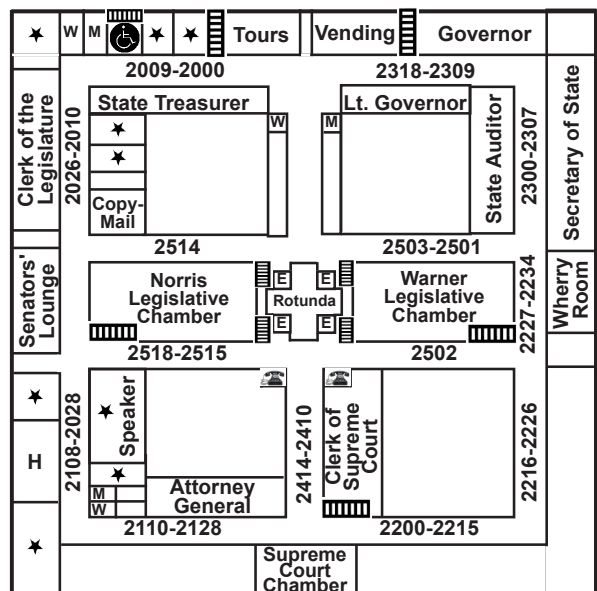
Advance notice of 10 business days is needed when requesting an interpreter.

First Floor



- E - Elevator
- ♿ - Accessible Elevator
- ♿ - Accessible Entrance
- H - Hearing Rooms
Rooms 1003, 1113, 1507,
1510, 1524 & 1525
- ☎ - Public Telephone
- ★ - Senator's Office
- 🪜 - Stairs
- M - Men's Restroom
- W - Women's Restroom

Second Floor



- E - Elevator
- ♿ - Accessible Elevator
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Room 2102
- ☎ - Public Telephone
- ★ - Senator's Office
- 🪜 - Stairs
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- W - Women's Restroom

Public Testimony

If you plan to provide copies of your testimony, please consider contacting the committee to see if they prefer electronic submissions. If providing hard copies, please bring enough for each committee member, plus three more for support staff.

Please fill out the sheet provided in the hearing room prior to testifying. Once you are seated at the testifier's table, you must identify yourself, spell your name and state what organization you represent, if any. Speak directly into the microphone, as committee proceedings are transcribed.

Be prepared to limit your testimony to three to five minutes. If you also are providing written testimony, please summarize rather than reading it verbatim.

Committee members may ask questions after your testimony. However, testifiers are not allowed to ask questions of committee members.

If you are not testifying on a bill in person and would like to submit written comments online to be included in the official hearing record as an exhibit, you may do so on the corresponding bill page at [NebraskaLegislature.gov](https://www.legis.nebraska.gov).

To be included in the official hearing record, online comments must be submitted and verified prior to 8 a.m. CST on the morning of a bill's public hearing.



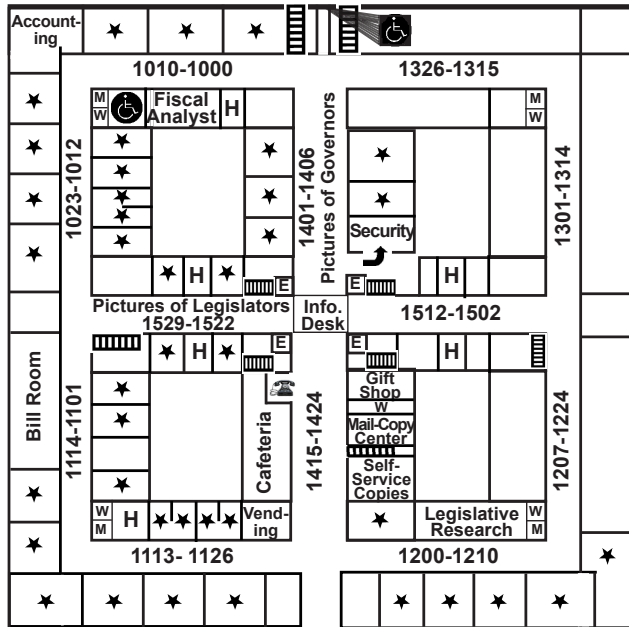
list of bills

NAME	DISTRICT	PHONE	EMAIL	ROOM NUMBER
Andersen, Bob	49	(402) 471-2756	banderson@leg.ne.gov	1021
Arch, John	14	(402) 471-2730	jarch@leg.ne.gov	2103
Armendariz, Christy	18	(402) 471-2618	carmendariz@leg.ne.gov	1423
Ballard, Beau	21	(402) 471-2673	bballard@leg.ne.gov	1101
Bosn, Carolyn	25	(402) 471-2731	cbosn@leg.ne.gov	1103
Bostar, Eliot	29	(402) 471-2734	ebostar@leg.ne.gov	1012
Brandt, Tom	32	(402) 471-2711	tbrandt@leg.ne.gov	1210
Cavanaugh, John	09	(402) 471-2723	jcavanaugh@leg.ne.gov	1008
Cavanaugh, Machaela	06	(402) 471-2714	mcavanaugh@leg.ne.gov	1115
Clements, Robert	02	(402) 471-2613	rclements@leg.ne.gov	1004
Clouse, Stan	37	(402) 471-2726	sclouse@leg.ne.gov	1206
Conrad, Danielle	46	(402) 471-2720	dconrad@leg.ne.gov	2028
DeBoer, Wendy	10	(402) 471-2718	wdeborer@leg.ne.gov	1114
DeKay, Barry	40	(402) 471-2801	bdekay@leg.ne.gov	1022
Dorn, Myron	30	(402) 471-2620	mdorn@leg.ne.gov	1208
Dover, Robert	19	(402) 471-2929	rdoover@leg.ne.gov	2011
Dungan, George	26	(402) 471-2610	gdungan@leg.ne.gov	1016
Fredrickson, John	20	(402) 471-2622	fredrickson@leg.ne.gov	2015
Guereca, Dunixi	07	(402) 471-2721	dguereca@leg.ne.gov	1523
Hallstrom, Bob	01	(402) 471-2733	bhallstrom@leg.ne.gov	1404
Hansen, Ben	16	(402) 471-2728	bhansen@leg.ne.gov	2108
Hardin, Brian	48	(402) 471-2802	bhardin@leg.ne.gov	1402
Holdcroft, Rick	36	(402) 471-2642	rholdcroft@leg.ne.gov	1019
Hughes, Jana	24	(402) 471-2756	jhughes@leg.ne.gov	1319
Hunt, Megan	08	(402) 471-2722	mhunt@leg.ne.gov	2107
Ibach, Teresa	44	(402) 471-2805	tiback@leg.ne.gov	2000
Jacobson, Mike	42	(402) 471-2729	mjacobson@leg.ne.gov	1117
Juarez, Margo	05	(402) 471-2710	mjuarez@leg.ne.gov	1528
Kauth, Kathleen	31	(402) 471-2327	kkauth@leg.ne.gov	2010
Lippincott, Loren	34	(402) 471-2630	llippincott@leg.ne.gov	1018
Lonowski, Dan	33	(402) 471-2712	dlonowski@leg.ne.gov	1017
McKeon, Dan	41	(402) 471-2631	dmckeon@leg.ne.gov	1401
McKinney, Terrell	11	(402) 471-2612	tmckinney@leg.ne.gov	1212
Meyer, Glen	17	(402) 471-2716	gmeyer@leg.ne.gov	1309
Moser, Mike	22	(402) 471-2715	mmoser@leg.ne.gov	1202

NAME	DISTRICT	PHONE	EMAIL	ROOM NUMBER
Murman, Dave	38	(402) 471-2732	dmurman@leg.ne.gov	1107
Prokop, Jason	27	(402) 471-2632	jprokop@leg.ne.gov	1118
Quick, Dan	35	(402) 471-2617	dquick@leg.ne.gov	2004
Raybould, Jane	28	(402) 471-2633	jraybould@leg.ne.gov	Room 10 th Floor
Riepe, Merv	12	(402) 471-2623	mriepe@leg.ne.gov	1015
Rountree, Victor	03	(402) 471-2627	vrountree@leg.ne.gov	1000
Sanders, Rita	45	(402) 471-2615	rsanders@leg.ne.gov	1315
Sorrentino, Tony	39	(402) 471-2885	tsorrentino@leg.ne.gov	1522
Spivey, Ashlei	13	(402) 471-2727	aspivey@leg.ne.gov	1120
Storer, Tanya	43	(402) 471-2628	tstorer@leg.ne.gov	1529
Storm, Jared	23	(402) 471-2719	jstorm@leg.ne.gov	1124
Strommen, Paul	47	(402) 471-2616	pstrommen@leg.ne.gov	1321
von Gilern, R. Brad	04	(402) 471-2621	bvongillern@leg.ne.gov	1116
Wordekemper, Dave	15	(402) 471-2625	dwordkemper@leg.ne.gov	1110

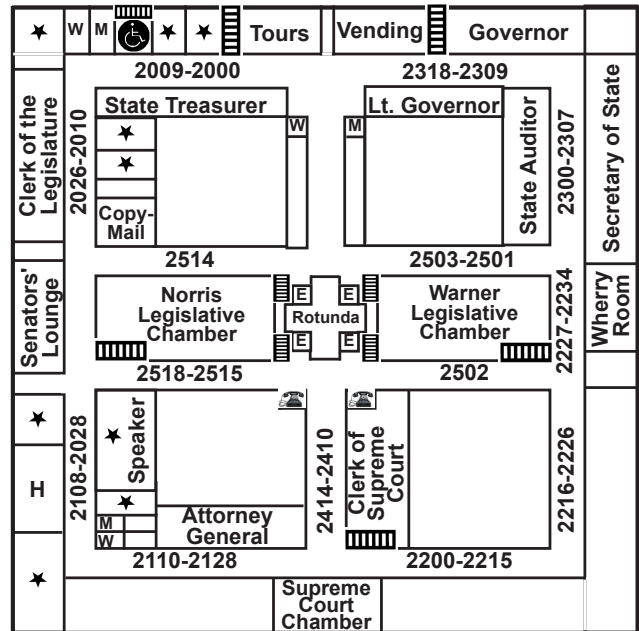
NEBRASKA STATE CAPITOL MAP

1ST FLOOR



- E - Elevator
- ♿ - Accessible Elevator
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- H - Hearing Rooms
Rooms 1003, 1113, 1507,
1510, 1524 & 1525
- ☎ - Public Telephone
- ★ - Senator's Office
- 🪜 - Stairs
- M - Men's Restroom
- W - Women's Restroom

2ND FLOOR



- E - Elevator
- ♿ - Accessible Elevator
- H - Hearing Room
Room 2102
- ☎ - Public Telephone
- ★ - Senator's Office
- 🪜 - Stairs
- M - Men's Restroom
- W - Women's Restroom