HOSTED BY THE MUSEUM OF AMERICAN SPEED - LINCOLN, NE

NAAM ANNUAL CONFERENCE
19 YEARS OF SERVING AUTOMOTIVE MUSEUMS

HOT ROD LINCOLN 2013

IT'S TIME TO GET YOUR HOT ROD TEAM TO LINCOLN
EXPERIENCE • SHARE • LEARN • ENJOY

EARLY BIRD REGISTRATION
DEADLINE: FEB 15, 2013
$180 MEMBER | $200 NON-MEMBER

REGULAR REGISTRATION
DEADLINE: MARCH 5, 2013
$230 MEMBER | $250 NON-MEMBER
Welcome to the Heartland of America

Dear Participants,

We are excited to be hosting the 2013 National Association of Automobile Museums national conference. The focus for this year’s conference will be on the core fundamentals that make our organizations successful – administration, collections and development. Our association is comprised of organizations of all sizes and levels of professional maturity. We are confident that each of you, regardless of experience and position, will benefit from and contribute to these sessions and discussions.

Topics to be addressed this year will include: collections management, conservation and preservation; digitizing art, photos and documents; emergency preparedness; docent training; creating a new museum; strategic planning; fundraising; and ideas for incorporating social media into your marketing plans.

Most of this year’s conference sessions will occur in the host hotel, the Holiday Inn Downtown in Lincoln. However, on Thursday, our agenda will have you touring two area museums and a large private auto collection. You will visit the Strategic Air and Space Museum located in nearby Ashland, followed by a stop at the private Kuck Collection in Lincoln, and finish the day with touring and dinner at The Smith Collection Museum of American Speed.

Your host organization this year, The Smith Collection Museum of American Speed, houses the world’s largest collection of exotic racing engines and vintage speed equipment. Founded in 1992 by “Speedy” Bill and Joyce Smith, our museum is dedicated to preserving, interpreting and displaying items significant in racing and automotive history. This vast collection results from the Smiths’ personal involvement in racing and hot rodding for more than six decades, and their lifelong passion for collecting and preserving historic automotive artifacts.

Our museum currently encompasses more than 135,000 square feet of display space over three levels. We are also in the process of remodeling and renovating several areas within the museum building to expand our exhibit spaces and better present our collections. We are eager to share our museum with you.

We look forward to seeing each of you in March 2013, and to sharing with and learning from one another about how to be better and more effective stewards of our respective organizations!

Sincerely,

John MacKichan
Curator, The Smith Collection Museum of American Speed and Conference Chairman
2013 NAAM CONFERENCE
REGISTRATION FORM

Please use one registration form for each participant. Registration Deadline is March 5, 2013
For more information log onto http://www.naam.museum/

Name and Title: ____________________________________________________________ [As you would like it to appear on your name badge]
Organization: ____________________________
Address: __________________________________________ State ________ Zip: __________
Tel: ________ Cell: ________ Email: ________________________________

___ You may list my contact information for conference attendees
___ Entire Conference Early Bird Member, Spouse or Speaker Reg. by Feb. 15, 2013 ($180) $____
___ Entire Conference Early Bird Non-Member Reg. by Feb. 15, 2013 ($200) $____
___ Entire Conference Member or Spouse Regular Registration by March 5, 2013 ($230) $____
___ Entire Conference Non-Member Regular Reg. by March 5, 2013 ($250) $____
___ Wed., Mar. 20 ONLY, Member or Non-Member Registration by March 5, 2013 ($100) $____
___ Thurs., Mar. 21 ONLY, Tour Day, Member or Non-Member Reg. by March 5, 2013 ($100) $____
___ Fri., Mar. 22 ONLY, Member or Non-Member Reg. by March 5, 2013 ($100) $____
___ Fri., Mar. 22 Banquet ONLY, Reg. by March 5, 2013 ($75) $____

Credit Card Payment, [ VISA, Master Card, or Discover ] Please Circle One
Credit Card Number: __________________________ Exp. Date: __________________
Three Digit Security Code: ________ Signature: ____________________________

All checks should be made payable to NAAM and all registrations should be mailed to
NAAM Conference, c/o Jan Shippers, Auburn Cord Duesenberg Automobile Museum
P.O. Box 271 Auburn, IN 46706 or faxed to (260) 925-6266

Any additional requests contact:
Marvona Easley Tavlin mstavlin@speedwaymotors.com 402.323.3238
Richard Johnston rsjohnston@speedwaymotors.com 402.598.2947

___ I will attend Welcome Reception on Tuesday, March 19, 2013
___ I will travel on vans for Tour Day on Thursday, March 21, 2013
___ I will have lunch at the Strategic Air & Space Museum on Thursday, March 21, 2013
___ I will have dinner at the Smith Collection Museum on Thursday, March 21, 2013
___ I will attend the Celebration Banquet on Friday, March 22, 2013
___ I have the following specific dietary requests or food allergies:

Emergency Contact for Conference Participant: ____________________________
(Include name, phone number and relationship) ____________________________

NO REFUNDS AFTER FEBRUARY 19, 2013. NO EXCEPTIONS.
2013 NAAM
CONFERENCE SCHEDULE

TUESDAY, MARCH 19, 2013

2:00 – 8:00 pm  Registration
Main Lobby - Holiday Inn Downtown

5:00 – 8:00 pm  Welcome Reception
Arbor Room - Holiday Inn Downtown. Enjoy heavy hors d’oeuvres and a cash bar.

6:30 pm  NAAM Board of Directors Meeting
Missouri / Niobrara Room - Holiday Inn Downtown

WEDNESDAY, MARCH 20, 2013

Breakfast on your own - Hotel sleeping guests will receive breakfast vouchers (at check-in) for each morning they are a hotel guest. The buffet, served in the Red Onion Restaurant, is a full “All American Style Buffet”, with cook-to-order eggs, bacon, hash browns, pancakes, as well as cold breakfast items.

8:00 am  Doors open to Conference Room
Missouri / Niobrara Room - Holiday Inn Downtown

8:30 – 8:45 am  Welcoming Remarks
Welcome to the 2013 NAAM Conference. We hope that you will be energized by the conference with new ideas, inspiration, and information you gain from the conference.
Presenter: Jackie Frady, NAAM President

8:45 – 9:45 am  Creating Mission, Vision and Strategic Plans
This session is designed to demonstrate the importance of planning for the future of your institution. It will show you how establishing realistic goals, identifying core values and creating a Mission Statement that goes to the heart of who you are will determine the nature and direction of your organization. We will be discussing size/growth/return targets as well as tactics to reach those targets and the development of metrics to measure your success along the way.
Presenter: Michael Spezia, Executive Director, Gilmore Car Museum

9:45 – 10:00 am  Break

10:00 – 11:00 am  The Case for Support: Key to Strong Annual, Capital and Gift Planning Campaigns
A review of the components of a strong case for support, and how this directs key elements of the annual fundraising campaign, any capital campaigns, and an ongoing gift planning or endowment campaign.
Presenter: Doug Lockin, CPA, Gift Planning Consultant, National Sprint Car Hall of Fame & Museum
2013 NAAM
CONFERENCE SCHEDULE

WEDNESDAY, MARCH 20, 2013

11:00 – 11:45 Noon   Working With Your Local Convention and Visitors Bureau
Your local Convention and Visitors Bureau is an enormous asset to your community in bringing visitors from national and international destinations. Your museum may also be eligible for funding through local lodging tax collections in your county. Learning ways to improve your relationship with tourism professionals can be the key to opening doors for visitors and facility improvements.
Presenter: Jeff Maul, Executive Director, Lincoln Convention and Visitors Bureau

11:45 am – 1:00 pm   Lunch Served in the Platte Room

1:00 – 3:00 pm   Is There a Method to Our Madness? Preserving Historic Vehicles
This panel discussion session will focus on the purpose of historic vehicle preservation. We will discuss the methodology of preparing a vehicle for exhibition or storage, both mechanically and cosmetically. We will also discuss how to determine if preservation or restoration work needs to be performed for the vehicle to be exhibited/stored, how to make the decision between the two choices, and how to properly document all decisions and procedures used during the vehicle’s preparation for exhibit/storage.
Presenters: Derek E. Moore, Crawford Curator of Transportation History, Western Reserve Historical Society; Aaron Warkentin, Curator, Auburn Cord Duesenberg Automobile Museum

3:00 – 3:15 pm   Break

3:15 – 4:15 pm   Digital Imaging in the Archives World
Digital imaging projects offer a number of advantages to museums, archives, historical societies and libraries. They can improve access to your unique collections to a large, diverse audience while the original object is safely preserved. Learn how careful planning will ensure the success of your digital imaging project.
Presenter: Karen Keehr, Photograph Curator, Nebraska State Historical Society
2013 NAAM
CONFERENCE SCHEDULE

WEDNESDAY, MARCH 20, 2013

4:15 – 5:00 pm  Fire Protection / Life Safety Consulting for the Built Environment
The museum is a project that is never done. As our collections grow and our programs expand, inevitably the
time comes to renovate or add to our physical space. Changes to our facility often require us to bring our
buildings up to code and upgrade fire and safety systems. This session will discuss how to address upgrades
to fire and safety systems, how to determine and prioritize needs, how to select a system, consultant, and
contractor, and the challenge of working with local authorities.
Presenter: John Campbell, P.E., Vice President – Design, Engineering & Consulting, Telgian

Dinner is on your own.

THURSDAY, MARCH 21, 2013 - TOUR DAY

Breakfast on your own - Complimentary for hotel sleeping guests (with breakfast voucher).

8:15 am  Board vans on the East side, loading zone area at the Holiday Inn Downtown for 8:30 departure

9:00 – 11:30 am  Tour the Strategic Air & Space Museum, Ashland, Nebraska

11:30 am – 12:15 pm  Lunch provided in the Strategic Air & Space Museum

12:15 pm  Board vans for a 12:30 pm departure

1:00 – 3:00 pm  Tour a Private Automobile Collection in Lincoln

3:00 pm  Board vans for a 3:15 departure

3:30 – 6:00 pm  Tour the Smith Collection Museum of American Speed, Lincoln

6:00 – 8:00 pm  Cocktails, light hors d’ oeuvres and dinner in the Smith Collection
Museum of American Speed

Board vans at your leisure during the evening for return to the Holiday Inn Downtown
2013 NAAM
CONFERENCE SCHEDULE

FRIDAY, MARCH 22, 2013

Breakfast on your own - Complimentary for hotel sleeping guests (with breakfast voucher).

8:15 – 9:15 am  Social Media and Its Importance in Marketing Your Museum
This presentation is an overview of social media and the role it can play in marketing and promoting
your museum in the 21st Century. It will highlight some features and benefits of each social media segment,
its history in our marketplace, and how technology is driving our industry as a whole.
Presenter: Jarrid Roulet, Exhibit Designer, The Smith Collection Museum of American Speed

9:15 – 10:00 am  Developing a Training Program for Museum Docents and Volunteers
Volunteers can contribute immeasurably to the success of a museum. However, most volunteers don’t
walk through your door with a museum background or experience in speaking to groups. This session
will describe the Smith Collection Museum’s volunteer training program, what led the staff to develop the
program, unintended and unanticipated outcomes, and how elements of the program can be adapted
to your museum.
Presenter: Richard Johnston, Events Scheduler, The Smith Collection Museum of American Speed

10:00 – 10:15 pm  Break

10:15 – 11:15 am  Collections Management Policies
Collections management includes everything that a museum does to document, develop and care for its
collections and make them available for use. A collections management policy explains why a museum is in
operation, how it conducts its activities and defines the professional standards it adheres to in managing the
objects in its care. This session will discuss the elements of a collections management policy including
acquisitions, loans, access, collections care, and deaccessions.
Presenter: Susan Curtis, Collections Manager, Great Plains Art Museum and
University of Nebraska State Museum

11:15 – Noon  NAAM Annual Meeting  Presenter: Jackie Frady, NAAM President
FRIDAY, MARCH 22, 2013

Noon – 1:15 pm   Lunch Served in the Platte Room

1:15 – 2:15 pm   Challenges and Tips for Starting a New Automotive Museum
So, you want to start a new museum? This panel discussion session will cover a checklist of items that are required to set up a new organization, such as how to acquire 501c3 status, choose a corporate entity type, establish a board of directors, connect with the local enthusiast community and other important “must dos”.
The panel will include the president, executive director and other members of the board of directors of the newly formed Kansas City Automotive Museum, Inc.
Presenter: Jeffrey L. Wagner, President, Kansas City Automotive Museum, Inc.

2:15 – 3:00 pm   How to Develop a Strong Ethics Policy
Write an ethics policy for your museum that will stand up to museum accreditation. It will educate your board, staff and volunteers while addressing common ethical issues.
Presenter: Laura Brinkman, Executive Director/CEO, Auburn Cord Duesenberg Automobile Museum

3:00 – 3:15 pm   Break

3:15 – 4:15 am   General Principles of Emergency Preparedness
Are you prepared if a disaster were to strike your museum? This session will present an overview of the general principles of emergency preparedness.
Presenter: Rebecca Cashman, Assistant Objects Conservator, Gerald R. Ford Conservation Center

4:15 – 4:45 pm   Conference Wrap-Up & Evaluations
NAAM needs your feedback on how we did this year, and on how to make the conference better each year. We will also announce details about next year’s conference. Presenter: Jackie Frady, NAAM President.

6:00 pm   Celebration Banquet, Arbor Room, Holiday Inn Downtown
Join us for a fun-filled evening with your fellow conference attendees and other guests. A group photo will be taken at 6:20 pm, and dinner service will be at 6:30 pm. After dinner, you will enjoy a great keynote speaker, followed by the 2012 NAAMY Awards presentation.
Gordon Eliot White will be our keynote speaker at the 2013 NAAM Annual Conference banquet on Friday, March 22. Gordon is an award-winning newspaper journalist, author, auto and racing enthusiast, historian, collector and restorer. He brings to our conference a considerable wealth of knowledge, personal experience and passion for automobiles, the people who created them and the events that have distinguished them.

Mr. White grew up in Freeport, Long Island, about 30 miles east of New York City. He completed undergraduate studies at Cornell University, in Ithaca, New York, and earned a master’s degree at the Graduate School of Journalism at Columbia University in New York City. He began his newspaper career in Paterson, New Jersey and went to Washington, D.C. in 1958, becoming a reporter for the Chicago American and a variety of out-of-town papers, including 26 years as the Washington correspondent for the Salt Lake City Deseret News. During that time he won numerous awards for political reporting and was twice nominated for the Pulitzer Prize. After retiring in 1991 he joined the Smithsonian Institution’s National Museum of American History as its Auto Racing Advisor.

He has written seven books on the history of American automobile racing. His latest book, titled Leader Card Racing Team - A Dynasty of Speed, about a team that won the Indianapolis 500 three times, was published in 2009.

In 1978 Gordon purchased an antique Offenhauser-powered Kurtis midget racing car, restored it and researched its history. He has shown it at dozens of vintage racing events. After winning the Antique Automobile Club of America’s Grand National First Prize in 1986, he took it to the Bonneville Salt Flats, in Utah, and with it in 1988 set a U.S. midget record of 156.902 mph, returning to Bonneville in 1989 to set an FIA international 2,000 cc speed record of 153.223 mph.

Over many years Gordon has collected an extensive archive of racing records, now totaling more than 100,000 pages of racing publications, AAA, IMCA and other records as well as more than 5,000 drawings and blueprints of Harry Miller, Kurtis, Novi, Offenhauser, Meyer & Drake, Reventlow, Watson and other racing cars and engines, copies of which he makes available to researchers, restorers and historians.

Gordon now lives on the shores of Chesapeake Bay in Hardyville, Virginia, where he maintains his midget and his vintage 1967 sailboat.
Dr. Ronald K. Faller will be the guest speaker for the dinner hosted by The Smith Collection Museum of American Speed on Thursday, March 21. Dr. Faller currently serves as Interim Director and Research Assistant Professor for the Midwest Roadside Safety Facility (MwRSF) of the University of Nebraska – Lincoln. Dr. Faller is responsible for the analysis, design, computer stimulation, testing and evaluation of roadside safety features as well as the development of guidelines for their implementation.

Over the last 26 years, Dr. Faller has spent significant time developing hardware to meet current impact safety standards. These development efforts have included the Steel And Foam Energy Reduction (SAFER) barrier for high-speed racetrack applications.

Dr. Faller has led the design, testing, and evaluation of several aesthetic barrier systems for public byways that provide both noise protection and vehicular containment. He has provided design recommendations for accommodating bicyclists and pedestrians near bridges and other vehicle transition points. Dr. Faller has also been active in the testing, evaluation, and design of temporary work-zone safety devices.

Dr. Faller holds eight patents, has published over 57 refereed technical papers, 13 conference papers and 210 research reports, and presented 104 technical presentations.

He has received the Transportation Research Board’s A2A04/AFB20 Roadside Safety Design Committee’s Best Paper Award seven times as well as the TRB’s 2011 Practice-Ready Paper Award. Dr. Faller and the MwRSF have received numerous awards and recognitions, including several for the SAFER barrier: 2004 Inaugural Pioneering and Innovation Award; 2004 Pocono Raceway Bill France Sr. Award; 2004 Herb Porter Indianapolis Memorial Motor Speedway Award; 2003 NASCAR Bill France Jr. Award of Excellence; 2003 R&D Top 100 Award; 2002 SEMA Motorsports Engineering Award; 2002 Best of What’s New Award and Top 100 Tech Innovations 2002; and the 36th Annual Louis Schwitzer Award.

Following the completion of a B.S. degree in Civil Engineering in 1986, Dr. Faller began working at the Department of Civil Engineering with the late Dr. Edward Post and helped found the research facility as we know it today. Dr. Faller received his B.S., M.S., and Ph.D. degrees in Civil/Structural Engineering from the University of Nebraska-Lincoln. He is a licensed civil engineer in the State of Nebraska.
Laura Brinkman
Laura Brinkman is Executive Director/CEO of the Auburn Cord Duesenberg Automobile Museum in Auburn, Indiana. A graduate of the Indiana University School of Business, Ms. Brinkman is a Certified Public Accountant and has been a museum professional for 35 years. Ms. Brinkman is a Past President of NAAM.

John D. Campbell
John D. Campbell is Vice President of Design and Engineering for Telgian Corporation in St. Louis, Missouri. He is a Licensed Professional Engineer in all 50 states and Canada. In this capacity, he specializes in the Fire Protection field, providing engineering and consulting services on projects in industrial, mercantile, government and residential occupancies before, during and after construction, considering factors such as fire resistance, occupancy, water supplies and egress facilities. Mr. Campbell also designs or recommends materials or equipment, such as structural components protection, fire detection, alarm systems, fire extinguishing devices and systems along with advice on their location, handling, installation and maintenance. Additionally, he performs fire protection and life safety consulting services related to fire and building codes, national fire protection standards and related issues.

Rebecca Cashman
Rebecca Cashman is Assistant Objects Conservator for the Gerald R. Ford Conservation Center in Omaha, which is a division of the Nebraska State Historical Society. Ms. Cashman has a graduate degree from Buffalo State College. She has worked in both museums and regional conservations labs including the Field Museum of Natural History, the Smithsonian Cultural Resources Center, the Maryland Archaeological Conservation lab, the Autry National Center and the Southwest Museum of the American Indian.

Susan Curtis
Susan Curtis is a Collections Manager for the Great Plains Art Museum and the University of Nebraska State Museum. She received a masters degree in Museum Studies from the University of Nebraska, Lincoln. Ms. Curtis has worked with a variety of collections including history, art, anthropology, textiles, decorative arts, sports and automotive. She has taught graduate courses in museum history, professional ethics and collections care.

Richard Johnston
Richard Johnston earned a bachelors degree in Marketing from Texas Tech University and a masters degree in Personnel Management from Troy State University. He served 22 years in the U.S. Air Force as a B-52 navigator and instructor navigator. Following retirement, Mr. Johnston worked 10 years as a defense consultant with Science Applications International Corporation. Presently, he works part time for The Smith Collection Museum of American Speed in Lincoln coordinating and planning events and special visits, and directing the museum’s docent program.

Karen Keehr
Karen Keehr has been the Curator of the Photograph Collection at the Nebraska State Historical Society since June 2009. Originally from Minnesota, Karen has enjoyed studying and preserving Nebraska history for over twelve years. She did her undergraduate work at Winona State University in Winona, Minnesota and received her masters degree in Public History from New Mexico State University in Las Cruces, NM. Before joining NSHS, Karen was the Curator of Research at Stuhr Museum of the Prairie Pioneer in Grand Island, NE for nine years where she worked on two books of photographs, Grand Island and Hall County and Grand Island: the Julius Leschinsky Photographs. Karen currently oversees the NSHS Digital Imaging Lab and has managed numerous digitization projects.
Derek E. Moore
Derek E. Moore is the Frederick C. and Kathleen S. Crawford Curator of Transportation History at the Western Reserve Historical Society in Cleveland, Ohio. Prior to his present position, he spent 7 years at The Henry Ford in the Conservation Department. Mr. Moore has studied American History, History of Technology, Museum Studies and Automotive Restoration and Fabrication. He has a bachelors degree in History from Eastern Michigan University and is completing a masters degree in the History of Technology program at Eastern Michigan.

Jarrid Roulet
Jarrid Roulet is a graduate of Bemidji State University in Bemidji, MN with a bachelors degree in Marketing and Graphic Design. In October, 2011 he moved to Lincoln to be in charge of the catalog division at Speedway Motors. Presently, he is the Exhibit Designer and organizes marketing initiatives for The Smith Collection.

Michael Spezia
Michael Spezia has been the Executive Director for the Gilmore Car Museum in Hickory Corners, Michigan for 12 years. He previously owned a construction management company specializing in historic restoration and adaptive reuse of public buildings. Mr. Spezia is a Past President of NAAM and presently holds board memberships in NAAM, Motor Cities National Heritage Area and Barry County Economic Development Alliance.

Jeffrey L. Wagoner
Jeffrey L. Wagoner is President of the Kansas City Automotive Museum. He also is President of Wagoner Maxcy Westbrook, P.C. which is the largest consumer bankruptcy firm in the Kansas City metropolitan area. He was selected Best of the Bar for bankruptcy attorneys by the Kansas City Business Journal in 2002, 2003 and 2004. The Kansas City Metropolitan Bar Association’s 1997 Young Lawyer of the Year recipient received a Juris Doctorate from the University of Missouri – Kansas City and a Bachelor of Arts degree from the University of Missouri – Columbia. Mr. Wagoner is a decorated veteran of the first Gulf War, serving on active duty in the United States Navy flying the S-3 Viking. Mr. Wagoner has authored numerous published articles on commercial law, business law and legal procedure.

Aaron Warkentin
Aaron Warkentin is the Curator of the Auburn Cord Duesenberg Automobile Museum in Auburn, Indiana. His first museum position as Collections Registrar was with the Evergreen Aviation and Space Museum. He also was Education Coordinator at the National Atomic Testing Museum. Mr. Warkentin received a masters degree in Museum Studies at Newcastle University, U.K.
Holiday Inn Lincoln
The Holiday Inn Lincoln – Downtown, conveniently located in the Historic Haymarket District, an area which contains a variety of restaurants, bars and art galleries, is the host hotel for the NAAM Conference. It is located at 141 North 9th Street, Lincoln, Nebraska 68508 (on 9th Street between O and P Streets) and is approximately two miles from The Smith Collection Museum of American Speed. Driving directions to the hotel will be provided on request. All conference activities scheduled for Tuesday, Wednesday and Friday will be in the hotel.

You may make your reservation by telephone or internet using the following instructions:
Group Name: National Association of Automobile Museums
Group Code: AUM
Dates Available: March 19, 2013 through March 23,2013 (shoulder dates available)
Rate: $94 per night plus applicable taxes [includes breakfast]
Cutoff Date: February 26, 2013

After this date, rooms will be released for other hotel guests.
Future reservations will be subject to rate and availability.

Telephone Reservations:
A) Call (402) 475-4011 and ask for new reservations.
B) Let the attendant know you are making a group block reservation.
C) Have your check-in and check-out dates; the group code, AUM and group name, National Association of Automobile Museums; and your form of payment.
D) Record your reservation confirmation number.

Online Reservations:
B) Copy and paste the link above to internet browser.
C) On the left hand side of the screen enter your check-in and checkout dates.
D) Fill in the number of rooms you will need.
E) Double check your group code AUM is pre-loaded and click view rates.
F) Your group rate and group name should appear.
G) Continue making reservation until confirmation number is assigned.

Reserved Rooms:
Room types include two queen beds, or one king bed. All rooms are non-smoking unless otherwise requested. Breakfast is served at the Red Onion and is a full “All American Style Buffet.” Hotel guests will receive breakfast vouchers at check-in for each morning they are a hotel guest. Other amenities include complimentary internet access in all rooms and meeting spaces, fitness room, business center and heated indoor pool.
**Airport Information**

**Lincoln Airport**
Lincoln Airport (airport code LNK) (www.lincolnairport.com), located at 2400 West Adams Street in Lincoln, is served by Delta and United airlines, and is the closest airport to the City of Lincoln and to our conference hotel, the Holiday Inn Downtown. The Holiday Inn Downtown offers free shuttle service to/from the Lincoln Airport for its guests, and free on-premises parking for personal/rental cars. Rental car companies serving the Lincoln Airport include Avis, Budget, Hertz, National, Alamo and Enterprise.

**Omaha’s Eppley Airfield**
Omaha’s Eppley Airfield (airport code OMA) serves the Omaha, Nebraska, and Council Bluffs, Iowa, metropolitan area providing air transportation to over 4.2 million passengers each year. Located four miles northeast of downtown Omaha, Eppley Airfield is serviced by six airlines – American, Delta, Frontier, Southwest, United and US Airways – with non-stop service to 21 destinations including Minneapolis, Las Vegas, Dallas, New York and Atlanta. The terminal building is divided into North and South and has two Concourses, A and B. Ground transportation is provided by rental cars, taxis and shuttles, including shuttle service to Lincoln, a one-hour, 64-mile trip.

**OMALiNK**
OMALiNK (www.omalink.com; 402.475.5465, Toll Free:877.473.5465) provides convenient shuttle service between Omaha and Lincoln. You can make reservations to be picked up at Eppley Airfield at or around your arrival time, and to be dropped off in Lincoln at your hotel, and also arrange the return shuttle to get you back to Eppley from Lincoln after our conference. At Eppley Airfield, OMALiNK can be found at the Ground Transportation area (Center of lower level, main terminal near Door 3).

Cost for round trip reservation, one person, from Eppley Airfield to the Holiday Inn Downtown in Lincoln would be approximately $49.95 one-way or $79.90 round trip (there is no tax, but tips are welcomed). Per person costs will go down significantly for each additional person traveling with you.

Reservations are highly encouraged to ensure a seat on the OMALiNK shuttles at the time[s] you request. To guarantee a ride, a reservation must be made. Walk-up passengers are happily accepted, but shuttles may not operate at a particular time if no reservations are scheduled. Cancellations made greater than 24 hours from the scheduled departure time receive a full refund. However, short notice cancellations (less than 24 hours) will be charged a $20.00 surcharge with NO exception. OMALiNK enforces a no show policy. So, if you make a reservation and do not show up at the time of that reservation for that ride, you will be charged full price.

**Rental Car Services**
Rental car companies offering services at Eppley Airfield include:
- Advantage
- Alamo
- Avis
- Budget
- Dollar
- Enterprise
- Hertz
- National
- Thrifty
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