

## **PRESS/Promotion**

### **Websites:**

Arkansas WILD  
Audubon Arkansas  
Winthrop Rockefeller Institute  
Arkansas Department of Parks & Tourism

### **Electronic newsletters:**

Arkansas WILD  
Lower Delta Partnership, Rolling Fork, MS  
Arkansas Department of Parks & Tourism  
Arkansas Small Business and Technology Training Center January Training newsletter (5000 contacts)  
Crossroads Coalition Newsletter (counties in eastern Arkansas)

### **Printed media**

local newspaper in Rolling Fork, MS  
Regional Calendar of Events for the Delta Farm Press (December 19 and 26<sup>th</sup>)  
Press Release printed in the Arkansas Outdoors Newsletter  
Press release sent to all newspapers in Arkansas and verified to be printed in several local newspapers

### **E-mail to list serves and/or group contacts**

Winthrop Rockefeller Institute  
UAEX County Agriculture Agents  
County Ag Agents in MS, TN, and LA  
Arkansas E-Bird List  
Arkansas WILD  
Audubon Arkansas  
Community Development Institute, UAEX  
Mississippi River Nature Tourism Planning group (participants in LA, MS, AR, and TN)  
E-mailed to 95+ local hunting lodges and hunting guides in eastern Arkansas

A banner for the 'Industry Insiders E-Newsletter'. The text 'Industry Insiders' is in a large, bold, blue font, and 'E-Newsletter' is in a smaller, blue font. The background of the banner shows a faint, stylized image of a city skyline with various buildings.

**Industry Insiders** E-Newsletter

> [INDUSTRY INSIDERS HOME PAGE](#)



### Business of Birding Institute Presents Agritourism Retreat



The Business of Birding Institute presents The Nature of Agritourism workshop for farmers, landowners and community development specialists Feb. 8-12 at the Foul Play Lodge near DeWitt. The institute is a partnership among Phillips Community College of the University of Arkansas System, Audubon Arkansas, the University of Arkansas Cooperative Extension Service and 4Sight Development.

The retreat features educational activities designed to help landowners determine if a nature tourism enterprise is a good fit for their properties. Experts on topics ranging from bird identification, habitat management and nature interpretation will offer participants advice about risk assessment, legal issues, marketing and customer service. Shelly Plante, nature tourism coordinator for Texas Parks and Wildlife, will share her state's successes within the nature tourism industry and detail how private lands can benefit from agritourism.

The \$250 registration fee covers all expenses and materials, lodging and food. Classes will be held at Phillips Community College UA and other locations in eastern Arkansas, including field trips to Five Oaks Lodge in Humphrey, the White River National Wildlife Refuge near St. Charles and the Museum of the Arkansas Grand Prairie in Stuttgart.

For more information, visit [www.aragriculture.org/aai](http://www.aragriculture.org/aai) or call Kathy

Radomski at 870-946-3506 ext. 1617.



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**ARKANSAS DEPARTMENT OF PARKS & TOURISM**

1 Capitol Mall - Little Rock, Arkansas 72201

1-800-NATURAL or (501) 682-7777 (V/TT)

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[Arkansas.com](#) | [Industry Partners Home Page](#)

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