



**Agritourism: Is It For Your Farm or Ranch?
Workshop Agenda
April 22, 2008**

San Juan Basin Technical College Industry Training Center
33057 Hwy. 160
Mancos, CO 81328

9:00 Registration

9:30 Welcome, Introductions and Setting the Stage for Change

10:00 Assessing Your Resource Base: Financial, Resource & Operational Needs

Dennis Kaan, Colorado State University Extension

Dawn Thilmany, Colorado State University

10:45 Engaging Your Community

Mike Preston, Dolores Water Conservancy District

11:30 A View From the Field: Panel Discussion with Agritourism Operators

Kelli Hepler, Delta County Tourism

LaVonne Heaton, East Pines Ranch

Doug Caskey, Colorado Wine Industry Development Board

Guy Drew, Guy Drew Vineyards

12:30 Lunch

1:15 Understanding Legal Implications for Agritourism Operators

Dick Emmett, Attorney

Regulatory Issues in Agritourism:

Overview of key regulations on public lands access, local land use & other key issues

Martha Sullins, Colorado State University Extension

2:30 Developing Heritage Tourism

Laura Libby, Colorado Tourism Office

**3:15 Branding Your Product & Strategic Positioning:
Creating an Image for Your Operation**

Dawn Thilmany, Colorado State University

Wendy White, Colorado Department of Agriculture

4:00 Closing Remarks

Register

What: Agritourism Conference
When: April 22, 2008
Where: San Juan Basin Technical College
33057 Hwy. 160
Mancos, CO 81328
Cost: \$25.00
The registration fee includes lunch
and a workbook on Colorado agritourism
business development.



Please RSVP by April 14, 2008 to:
Wendy White, Colorado Department of
Agriculture, Markets Division
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Lakewood, CO 80215
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Turn off the highway into the parking lot. The workshop will be in the Industry Training Center building, a long, tan building with the ITC logo on the side. It is the second building on the left hand side.

REGISTRATION FORM

ORGANIZATION: _____

NAME: _____

NAME: _____

NAME: _____

PHYSICAL ADDRESS: _____

MAILING ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ EMAIL: _____

TOTAL ATTENDING: _____ @ \$25 EACH = \$ _____

CHECK ENCLOSED: _____ PAYMENT @ EVENT: _____

Make checks payable to "Colorado Department of Agriculture"

Colorado State University, U.S. Department of Agriculture, and Colorado Department of Agriculture programs are available to all without discrimination.

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