

AGRITOURISM: PLANNING FOR SUCCESS!

AGENDA

March 10, 2008

Otero Junior College Student Center
La Junta, CO

- 8:30 am **Registration**
- 9:00 **Introduction:** Agritourism is Growing in Southeast Colorado. What Steps Come Next?
Judy Walden, Walden Mills Group
- 9:30 **A View from the Field:** Panel discussion with agritourism operators.
Sally Cookson, The Winery at Holy Cross Abbey
Sharon Glidden, Tiger Mountain Ranch
Duke Phillips, Chico Basin Ranch
- 10:30 **Break**
- 10:45 **a) Assessing Your Resource Base:** Participate in a hands-on assessment of your natural resource, human capital and financial resources. *Dennis Kaan, Colorado State University Extension.*
- (concurrent sessions)
- b) Branding, Positioning and Pricing for Agritourism Businesses:** Learn how to differentiate and price agritourism services and products. *Dawn Thilmany, Colorado State University*
- 12:15 pm **Lunch**
- 1:00 **Resources for Agritourism in Colorado:**
Wendy White, Colorado Department of Agriculture
Brian Bryant, Small Business Development Center
- 1:30 **a) Developing, Marketing and Hosting Events:** Discuss what makes a successful agritourism event for your business and community. *Sally Cookson, The Winery at Holy Cross Abbey*
- (concurrent sessions)
- b) Developing a Birding Enterprise:** Discuss the role and management of birding in an agritourism enterprise. *Duke Phillips, Chico Basin Ranch & Dee DeJong, Guides to Go*
- 2:30 **Break**
- 2:45 **Risk Management in Agritourism:** Assessing the level of risk present on your operation and protecting both your customers and your business.
Sharon Glidden, Tiger Mountain Ranch, Oklahoma
- 3:30 **Liability in Agritourism:** Learn what liability means for agritourism operators in Colorado and how legal and other protections can help protect your business. *Kathie Riley, attorney*
- Regulatory Issues in Agritourism:** Overview of key regulations on public lands access, local land use and other key issues. *Martha Sullins, Colorado State University Extension*
- 4:30 **Wrap-Up:** Mark Your Priorities on the Way Out the Door
Judy Walden, Walden Mills Group

What: Agritourism Conference
When: March 10, 2008
Where: Otero Junior College (OJC)
 Student Center
 1802 Colorado Ave.
 La Junta, CO 81050
Cost: \$25.00



Please RSVP by March 4, 2008 to:
 Wendy White, Colorado Department of
 Agriculture, Markets Division
 700 Kipling Street, Suite 4000
 Lakewood, CO 80215

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 Fax (303) 239-4125
 wendy.white@ag.state.co.us

Driving directions

From US-50 Eastbound, exit onto Colorado Avenue southbound. Continue south to 10th Street at Blaine Park, turn right (west). Turn left (south) at San Juan Street. Turn left (east) onto 18th Street. The OJC Student Center is on the west side of the street, at 1802 Colorado Ave.

Phone: 719-384-6831



REGISTRATION FORM

ORGANIZATION: _____

NAME: _____

NAME: _____

NAME: _____

NAME: _____

NAME: _____

PHYSICAL ADDRESS: _____

MAILING ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ **EMAIL:** _____

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

CHECK ENCLOSED: _____ **PAYMENT @ EVENT:** _____

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

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