

Agritourism: Is it For Your Farm or Ranch?

April 14, 2010

Huerfano County Community Center

- 8:00 Registration and Coffee Reception
- 8:30 Welcome and Introductions
Dean Oatman, CSU Extension Las Animas County
Edie Flanagin, Huerfano County Tourism Board
- 9:00 "So What About Agritourism??"
Martha Sullins, Colorado State University Extension
- 9:30 "Marketing Your Agritourism Business: Developing & Implementing a Plan"
Dawn Thilmany, Colorado State University
- 10:30 ~Break~
- 10:45 Developing a Successful Birding Enterprise
John Koshak, CO Division of Wildlife
Grady Grissom, Rancho Largo
- 11:45 "Resources to Jump Start Your Agritourism Business"
Wendy White, Colorado Department of Agriculture
- 12:00 Break for Lunch "A View from the Field: Panel Discussion with Agritourism Business Owners"
Duke Phillips, Chico Basin Ranch, Hanover, CO
Steve & Joy Wooten, Kim, CO
- 1:15 "Understanding Legal Implications for Agritourism Operations"
Kathie Riley, P.C.
- 2:00 "Visitor Readiness: Provide a Meaningful, Authentic, and Unforgettable Experience for your Guests"
Deborah Divine, Kansas Scenic Byways Program & Heather Huntington Fuesz, Kansas Agritourism Committee
- ✿ *Who Are Your Visitors?*
 - ✿ *Niche Markets and the Purple Cow*
 - ✿ *Identifying Visitor Needs*
 - ✿ *Site Assessment and Readiness Assessment*
 - ✿ *Setting SMART Goals*
- 5:00 Wrap-Up!
Dean Oatman, CSU Extension Las Animas County
Edie Flanagin, Huerfano County Tourism Board

Photo: Deena Burke

