

AGRITOURISM: IS IT FOR YOUR FARM OR RANCH?

AGENDA

February 22, 2008

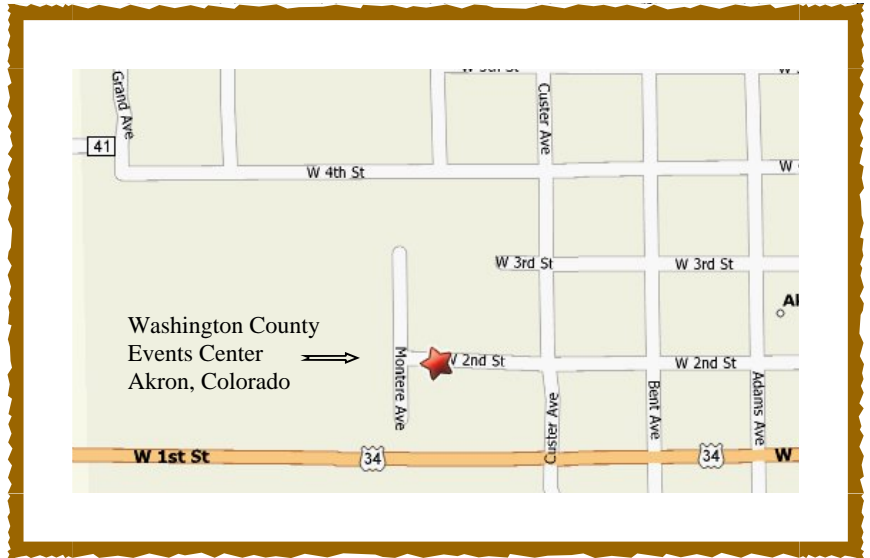
Washington County Events Center

Akron, CO

- 9:00 Registration and Coffee Reception
- 9:45 Welcome and Introductions
“Framing the Issue: What Can Agritourism Do For You?”
Speakers: Dennis Kaan & Dawn Thilmany, Colorado State University Extension
- 10:15 “Engaging Your Community”
Speaker: Sharon Glidden, Tiger Mountain Ranch, Oklahoma
- 11:00 Break
- 11:15 “Assessing Your Resource Base: Financial, Resource & Operational Needs”
Speakers: Dennis Kaan & Rich Mullaney, Northeast RC&D Council
- 12:00 Break for Lunch
- 12:30 “The View From the Field: Panel Discussion with Agritourism Business Owners”
Speakers: Gary May, May Farms
Duke Phillips, Chico Basin Ranch
Sharon Glidden, Tiger Mountain Ranch
- 1:30 Merle Rhoades, Business Planning Overview, MCC Small Business Development Center
- 2:15 Break
- 2:30 “Understanding Legal Implications for Agritourism Operations”
Speakers: Kathie Riley, Attorney
Martha Sullins, Colorado State University Extension
- 3:15 “Branding Your Product & Strategic Positioning: Creating an Image for Your Operation”
Speaker: Dawn Thilmany
Marketing Resources for Colorado Agritourism
Speaker: Wendy White, Colorado Department of Agriculture
- 4:00 Closing Remarks & Plans for Future Workshops
Speaker: Dennis Kaan

What: Agritourism Conference
When: February 22, 2008
Where: Washington County Events Center
 552 W 2nd
 Akron, CO 80720
Cost: \$25.00

Please RSVP by February 18, 2008 to:
 CSU Extension Washington County
 181 Birch Avenue
 County Courthouse Annex
 Akron, CO 80720-1513
 (970) 345-2287



Driving Directions

From east-bound Highway 34 (West 1st Street) entering Akron, turn left on Custer Avenue. Head north for 1 block, turn left on West 2nd. The Events Center is on the south side of West 2nd Street.

Phone number: 970-345-2760

This material is based upon work supported by USDA/CSREES under Award Number 2004-49200-03123.



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: ____
 CREDIT CARD AUTHORIZATION: MC ____ VISA ____ DISCOVER ____ AMEX ____
 CARD NUMBER: _____ EXPIRATION DATE: _____

I authorize Colorado State University Extension of Washington County to charge my credit card in the amount of : _____.

CARD HOLDER SIGNATURE: _____ DATE: _____

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