



**Agritourism: Is It For Your Farm or Ranch?
Workshop Agenda
January 30, 2008**

May Farms
64001 US Highway 36
Byers, CO 80103

- 8:00 Registration**
- 8:30 Welcome, Introductions and Setting the Stage for Change**
- 9:00 Assessing Your Resource Base: Financial, Resource & Operational Needs**
Dennis Kaan, Colorado State University Extension
- 9:45 Engaging Your Community**
Debbie Alpe, Colorado State University Extension
- 10:30 A View From the Field: Panel Discussion with Agritourism Operators**
Tim and Claudia Ferrell, Berry Patch Farms, Brighton
Mike and Jackie Thompson, Boulder Creek Winery, Boulder
Louise Osborn Gardels, Timberlane Farm Museum, Loveland
- 11:30 Break**
- 11:45 Branding Your Product & Strategic Positioning:
Creating an Image for Your Operation**
Dawn Thilmany, Colorado State University
- 12:30 Lunch & Learn**
Enjoy lunch and chat with experts in various fields.
- 1:30 Tour of May Farms**
- 2:00 Risk Management and Liability Issues for Agritourism Enterprises**
Kathie Riley, Attorney
Linda Phillips, Attorney
- 3:15 Regulatory Issues in Agritourism:
Overview of regulations on public lands access, local land use & other key issues**
Martha Sullins, Colorado State University Extension
- 4:00 Developing Heritage Tourism**
Laura Libby, Colorado Tourism Office
- 4:45 Closing Remarks**
Let us know what you'd like to learn next!

Register

What: Agritourism Conference

When: Friday, January 30, 2008

Where: May Farms

64001 US Highway 36

Byers, CO 80103

Cost: \$30.00/person or \$45.00/couple

The registration fee includes lunch and a workbook on Colorado agritourism business development.

Please RSVP by January 23, 2009 to:

Wendy White, Colorado Department of

Agriculture, Markets Division

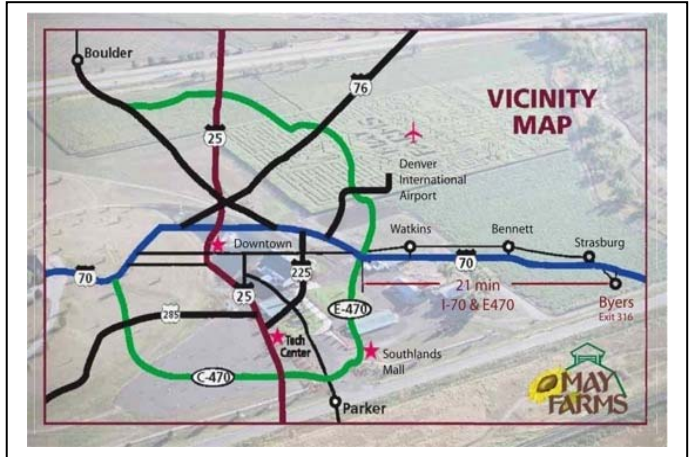
700 Kipling Street, Suite 4000

Lakewood, CO 80215

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wendy.white@ag.state.co.us



From Denver: I-70 east to Exit 316 (Byers). Turn right at end of off ramp then right on Hwy. 36. [May Farms](#) is on the right.

REGISTRATION FORM

ORGANIZATION: _____

NAME: _____

NAME: _____

NAME: _____

PHYSICAL ADDRESS: _____

MAILING ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____ EMAIL: _____

TOTAL ATTENDING: _____ @ \$30 EACH = \$ _____ or
\$45 PER COUPLE \$ _____

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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