



**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:**  
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Agriculture, Markets Division  
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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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