

Mark your calendar for a day-long agritourism technical assistance workshop sponsored by Colorado State University Extension and the San Juan Basin Technical College on January 21, 2009!

This workshop will provide agritourism business owners or those interested in exploring agritourism with the opportunity to attend sessions and sit down with a consultant to examine their business strategic plans, marketing plans and strategies, liability management (waivers and risk management programs), as well as other topics.

If you would like to participate, please contact Tom Hooten at CSU-Extension (970-565-3123) to sign up for the sessions in which you would like to participate. The cost is \$25 to participate (waived if you have already applied to the CSU Agritourism Technical Assistance Program).

### **Agritourism Workshop Agenda - San Juan Basin Technical College**

#### **9 am – 11 am Strategic Planning Principles**

Bring along your business information and learn how to develop a strategic plan to guide your agritourism business's financial, operational and marketing growth.

#### **11:15-12 pm Legal Business Structures**

Learn about limited liability corporations and other organizational structures appropriate for your agritourism business.

#### **12 – 1:30 pm Lunch and discussion/consultations**

#### **1:45 – 2:30 Liability and Risk Management**

Learn how to protect your agritourism enterprise from liability exposure through appropriate waivers, contracts and other risk management procedures.

#### **2:30 – 4:30 Cost Effective Marketing**

Learn how to promote your product or business using existing resources and target the most effective means through print, electronic, published or broadcast media.

During this workshop you can meet one-on-one with:

Dawn Thilmany (professor, Department of Ag and Resource Economics, CSU)

Joe Keck (Small Business Development Center)

Kathie Riley (attorney specializing in agricultural recreation issues)

Susan Carver (Montezuma County Planning Department)