

# AGRITOURISM: PLANNING FOR SUCCESS!

## AGENDA

March 10, 2008

Otero Junior College Student Center  
La Junta, CO

- 8:30 am      **Registration**
- 9:00          **Introduction:** Agritourism is Growing in Southeast Colorado. What Steps Come Next?  
*Judy Walden, Walden Mills Group*
- 9:30          **A View from the Field:** Panel discussion with agritourism operators.  
*Sally Cookson, The Winery at Holy Cross Abbey*  
*Sharon Glidden, Tiger Mountain Ranch*  
*Duke Phillips, Chico Basin Ranch*
- 10:30        **Break**
- 10:45        **a) Assessing Your Resource Base:** Participate in a hands-on assessment of your natural resource, human capital and financial resources. *Dennis Kaan, Colorado State University Extension.*
- (concurrent sessions)
- b) Branding, Positioning and Pricing for Agritourism Businesses:** Learn how to differentiate and price agritourism services and products. *Dawn Thilmany, Colorado State University*
- 12:15 pm    **Lunch**
- 1:00          **Resources for Agritourism in Colorado:**  
*Wendy White, Colorado Department of Agriculture*  
*Brian Bryant, Small Business Development Center*
- 1:30          **a) Developing, Marketing and Hosting Events:** Discuss what makes a successful agritourism event for your business and community. *Sally Cookson, The Winery at Holy Cross Abbey*
- (concurrent sessions)
- b) Developing a Birding Enterprise:** Discuss the role and management of birding in an agritourism enterprise. *Duke Phillips, Chico Basin Ranch & Dee DeJong, Guides to Go*
- 2:30          **Break**
- 2:45          **Risk Management in Agritourism:** Assessing the level of risk present on your operation and protecting both your customers and your business.  
*Sharon Glidden, Tiger Mountain Ranch, Oklahoma*
- 3:30          **Liability in Agritourism:** Learn what liability means for agritourism operators in Colorado and how legal and other protections can help protect your business. *Kathie Riley, attorney*
- Regulatory Issues in Agritourism:** Overview of key regulations on public lands access, local land use and other key issues. *Martha Sullins, Colorado State University Extension*
- 4:30          **Wrap-Up:** Mark Your Priorities on the Way Out the Door  
*Judy Walden, Walden Mills Group*

**What:** Agritourism Conference  
**When:** March 10, 2008  
**Where:** Otero Junior College (OJC)  
 Student Center  
 1802 Colorado Ave.  
 La Junta, CO 81050  
**Cost:** \$25.00



Please RSVP by March 4, 2008 to:  
 Wendy White, Colorado Department of  
 Agriculture, Markets Division  
 700 Kipling Street, Suite 4000  
 Lakewood, CO 80215

Ph. (303) 239-4119  
 Fax (303) 239-4125  
 wendy.white@ag.state.co.us

### Driving directions

From US-50 Eastbound, exit onto Colorado Avenue southbound. Continue south to 10th Street at Blaine Park, turn right (west). Turn left (south) at San Juan Street. Turn left (east) onto 18th Street. The OJC Student Center is on the west side of the street, at 1802 Colorado Ave.

Phone: 719-384-6831



## 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:** \_\_\_\_\_

**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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