

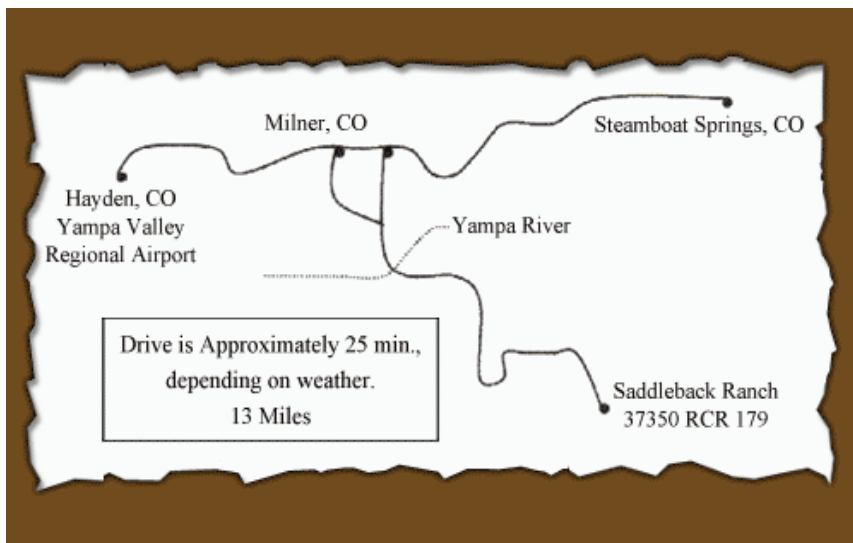
AGRITOURISM: IS IT FOR YOUR FARM OR RANCH?

AGENDA

- 9:30 Registration and Coffee Reception
- 10:00 Welcome and Introductions
“Framing the Issue: What Can Agri-tourism Do For You?”
Speaker: CJ Mucklow
- 10:45 “Engaging Your Family & Community: The Human Side of Agri-tourism”
Speaker: Deb Alpe
- 11:15 “Assessing Your Resource Base: Financial, Resource & Operational Needs”
Speaker: Dennis Kaan
- 12:00 Break for Lunch
“The View From the Field: Panel Discussion with Agri-tourism Business Owners”
Speakers: Wayne Iacovetto, Saddleback Ranch
Robbie LeValley, Outfitter
Duke Phillips, Chico Basin Ranch
Nancy Kramer, NW Colorado Products
Seth Gallagher, Rocky Mountain Bird Observatory
- 1:30 “Understanding Legal Implications for Agri-tourism Operations”
Speakers: Kathie Riley
Martha Sullins
- 2:30 “Branding Your Product & Strategic Positioning: Creating an Image for Your Operation”
Speaker: Dawn Thilmany
- 3:45 Closing Remarks & Plans for Future Workshops
Speaker: CJ Mucklow

What: Agri-Tourism Conference
When: January 25, 2008
Where: Saddleback Ranch
 37350 County Road 179
 Steamboat Springs, Colorado
Cost: \$25.00

Please RSVP by January 21, 2008 to:
 CSU Extension Routt County
 PO Box 772830
 Steamboat Springs, CO. 80477
 (970) 879-0825
 (970) 870-5383 Fax
 cjmucklow@co.routt.co.us



Driving Directions

Take Highway 40 west out of Steamboat Springs about 10 miles. At mile marker 122 take a left (there is a turn lane and a sign that says, "Saddleback Ranch 3 Miles") onto County Road 178, which turns into County Road 179. Follow that road 3 miles, across the rail road tracks, across the Yampa River, up a switch back hill, and past a neighborhood. Saddleback Ranch is on the left.



REGISTRATION FORM

ORGANIZATION: _____

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 Routt County to charge my credit card in the amount of : _____.

CARD HOLDER SIGNATURE: _____ **DATE:** _____

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