

# Agritourism: Is it For Your Farm or Ranch?

April 14, 2010

Huerfano County Community Center

- 8:00 Registration and Coffee Reception
- 8:30 Welcome and Introductions  
Dean Oatman, CSU Extension Las Animas County  
Edie Flanagin, Huerfano County Tourism Board
- 9:00 "So What About Agritourism??"  
Martha Sullins, Colorado State University Extension
- 9:30 "Marketing Your Agritourism Business: Developing & Implementing a Plan"  
Dawn Thilmany, Colorado State University
- 10:30 ~Break~
- 10:45 Developing a Successful Birding Enterprise  
John Koshak, CO Division of Wildlife  
Grady Grissom, Rancho Largo
- 11:45 "Resources to Jump Start Your Agritourism Business"  
Wendy White, Colorado Department of Agriculture
- 12:00 Break for Lunch "A View from the Field: Panel Discussion with Agritourism Business Owners"  
Duke Phillips, Chico Basin Ranch, Hanover, CO  
Steve & Joy Wooten, Kim, CO
- 1:15 "Understanding Legal Implications for Agritourism Operations"  
Kathie Riley, P.C.
- 2:00 "Visitor Readiness: Provide a Meaningful, Authentic, and Unforgettable Experience for your Guests"  
Deborah Divine, Kansas Scenic Byways Program & Heather Huntington Fuesz, Kansas Agritourism Committee
- ✿ *Who Are Your Visitors?*
  - ✿ *Niche Markets and the Purple Cow*
  - ✿ *Identifying Visitor Needs*
  - ✿ *Site Assessment and Readiness Assessment*
  - ✿ *Setting SMART Goals*
- 5:00 Wrap-Up!  
Dean Oatman, CSU Extension Las Animas County  
Edie Flanagin, Huerfano County Tourism Board

Photo: Deena Burke

