

# Save the Date



## The Business Side of Agritourism

Training for Extension Agents

Lillington, NC, March 10, 2010

### Workshop Topics:

Developing Your Agritourism Website

Using Social Media to Grow Customers

Other Rural Opportunities (*Beyond Tours and Mazes*)

Compliance Issues (*Insurance, Taxes, Labor*)

Panel Discussion with Agents

Funds are available for travel. Space is limited.

Please contact Gary Bullen for more details.

Email: [Gary\\_bullen@ncsu.edu](mailto:Gary_bullen@ncsu.edu)

Ph: 919-515-6096

## The Business Side of Agritourism January 28<sup>th</sup>, 2010

### Registration

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Do you presently own an Agritourism Business?       Yes     No

Number of persons attending: \_\_\_\_\_

Names (other than above): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\$25 X \_\_\_\_ (# persons before Jan. 8) = \$ \_\_\_\_

\$35 X \_\_\_\_ (# persons after Jan. 8) = \$ \_\_\_\_

Checks made payable to 'NCCES'

How many people will be attending the pre-conference activities on Wed., Jan. 28?  
\_\_\_\_\_

Please mail checks and registration to:

Henderson County Cooperative Extension  
740 Glover Street  
Hendersonville, NC 28792

## Directions

### FROM THE EAST (I-40 West from ASHEVILLE)

- Exit #37 (East Canton), left at bottom of ramp
- Right on Hwy 19/23 all the way into Canton
- Just before bridge, turn left on Hwy 110 South (Sorrells St.)
- Go 6 miles on Hwy 110, cross over Hwy 276, going straight, where the road becomes Hwy 215 (Love Joy Road).
- After approx. 2.5 miles, the road ends at a stop sign.
- Turn left onto Lake Logan Road. Go approx. 3.6 miles to our entrance (LLEC office is 6 miles from Hwy 276)

### FROM THE WEST (HWY 23/74)

- Exit #98 (West Waynesville), right at bottom of ramp
- Left on Hwy. Business 23
- Right on Hwy. 276 South for 6 miles
- At Bethel Grocery, turn right on Lake Logan Road (LLEC office is 6 miles from Hwy 276)



[www.lakelogan.org](http://www.lakelogan.org)

## The Business Side of Agritourism Workshop



January 28<sup>th</sup>, 2010

Lake Logan Episcopal Center  
Waynesville, NC

[www.lakelogan.org](http://www.lakelogan.org)

Sponsored by: NC Cooperative Extension  
and Southern Region Risk Management  
Education Center



Local, conventional, organic, creative, traditional, alternative...what brings them all together? Our consumers desire to get out on the farm and have an enjoyable experience with friends and family while buying and supporting our local farmers. If you have or wish to incorporate Agritourism activities into your farm then this conference is for you. The Business Side of Agritourism is packed with experts from across the state as well as neighbors that have already incorporated Agritourism into their farm. Come spend the day with us and learn what you need to know about legal regulations and new ideas that will benefit your farm and agritourism business.

## WORKSHOP AGENDA

8:00 am Registration

9:00 **Bob Schmidt, Owner of Maple Lane Farms in Greenback, TN**

9:45 **Self and Market Assessment**  
Bill Jones, Carolina Native Nursery

10:30 Break

11:00 **Understanding Sales Tax on Value-Added Products** Guido van der Hooven, NCSU and Tammara Cole, NCCES

12:00 Lunch (included with registration)

1:00 pm **Types of Agritourism Enterprises**  
Samantha Rozier-Rich, Dept. of Parks, Recreation and Tourism Mgmt., NCSU

2:00 Break-Out Sessions (choose only one)

1. **Minimizing On-Farm Risk and Liability**  
Martha Glass, NCDA&CS

Break-Out Sessions continued...

2. **Rules and Regulations for Food and Activities for Agritourism Businesses** Doug McVey, Madison County Health Dept. Inspector

3. **Using Your Chamber of Commerce and Travel and Tourism Department**  
Cate Marvill, Asheville Convention and Visitors Bureau

3:00 Break

3:30 Break-Out Sessions (choose only one)

1. **Collaborations and Collective Marketing**  
Samantha Rozier-Rich, Dept. of Parks, Recreation and Tourism Mgmt., NCSU

2. **Social Networking and Websites**  
Sarah Benoit, Creative Original-Passionate and Professional Online Marketing

3. **How to Incorporate Education into Your Agritourism Business**  
Rob Hawk, NCCES with Rita Stepp, J.H. Stepp Farm's Hillcrest Orchard and Barbara and Doug Harrell, Harrell Hill Farms



## Pre-Conference Activities (Optional):

Wednesday, January 27, 2010

3:00 pm **Field Trip to Sunburst Trout Farm**, 128 Raceway Place, Canton, NC, 28716  
[www.sunbursttrout.com](http://www.sunbursttrout.com)

6:30 **Dinner**, Lake Logan Episcopal Center

8:00 **Farmer/Guest Social**, Lake Logan Episcopal Center

(You must register ahead – we'll need a count for dinner)

## Important Information

### **Lodging**

Lodging is available at the Lake Logan Episcopal Center, please call (828) 646-0095, [www.lakelogan.org](http://www.lakelogan.org)

### **Snow Policy**

In case of snow, activities will be postponed 2 hours. Cancellation will only occur for a major snow event.

Check the website <http://haywood.ces.ncsu.edu> or call (828) 250-4873

### **Cups - BYOC**

To reduce waste, please bring your own cup or mug for coffee

### **First Come – First Served**

Registration is limited to 65 people – so please register early

