



Montana Agritourism Fellows Seminar One Agenda
February 16-17, 2023: Helena, Montana
Days Inn
2001 Prospect Avenue
406-442-3280

February 16, 2023- Arrive at Days Inn in Helena by Noon (Please eat lunch prior to arrival- light snacks will be provided)

Meet in the Conference Room at Days Inn by 12:30 after checking into hotel room; Please come dressed in clothing appropriate for hands-on farm activities.

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| 12:30 – 1:30PM | Introductions and Connections: Share your Agritourism Story |
| 1:30 - 1:40 PM | Seminar Overview and Program Objectives: Shannon Arnold |
| 1:40 - 1:50 PM | Assessments, Informed Consents, and Notebooks: Dustin Perry |
| 1:50 – 2:05 PM | Communications, Repository, and Curriculum Fact Sheets: Beth Shirley and Anna Sponheim |
| 2:05 - 2:15 PM | Social Media and Public Relations: Kim Woodring |
| 2:15 - 2:30 PM | Past, Present, and Future of Agritourism in MT: Shannon Arnold |
| 2:30 – 3:00 PM | Travel to Townsend |
| 3:00 - 5:30 PM | Mini-Shepherd Camp at Little Creek Lamb with Caroline Nelson
25 Nelson Rd.
Townsend, MT 59644
406-266-1242
caroline@littlecreekmontana.com |
| 5:30 - 7:30 PM | Dinner at Little Creek Lamb |
| 7:30 – 8:00 PM | Travel back to hotel |
| 8:00 PM | Reflections at Overland Express Restaurant and Lounge: Optional |

February 17, 2023

Business casual dress

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| 7:30 - 8:30 AM | Breakfast provided in hotel lobby |
| 8:30 AM | Travel to Montana Department of Agriculture |
| 9:00 -10:00 AM | Department of Agriculture- Christy Clark, Director of MDA |
| 10:00 – 11:00 AM | Department of Agriculture- Weston Merrill and Alicia Hamm, Marketing Officers |
| 11:30 -12:30 PM | Lunch will be delivered by Benny's Bistro |
| 12:30 -2:30 PM | Department of Commerce Presentations, "A Roundtable Discussion with the Fellows", Jan Stoddard, Bureau Chief, Office of Tourism and MT |
| 2:30 - 2:45 PM | Break |
| 2:45 - 4:00 PM | Voices of Montana Tourism, "The Value of the Visitor", Dax Schieffer |
| 4:00 - 5:00 PM | Q&A, Goals Journaling, Assessments, In-Between Seminar Assignment, Preparation for Seminar Two |