

## Tennessee Agritourism Association's Rolling Workshop

*Melody Rose*

*UT Extension-Greene County*

*July 25-29, 2021*

WOW! What an experience! This five-day learning-journey to Pennsylvania and Maryland agritourism venues was fast-paced, full of learning opportunities, a wealth of networking, and outstanding comradery and knowledge exchange amongst agritourism operators across the state of Tennessee.

A wide array of operations was toured to complement any and all's existing business infrastructure, which provided a creative exchange to grow and develop our state venue capabilities even more...

As a result of this learning-journey, implementation at the local level has already started here in Greene County. Myers Farm and myself are hosting an event this fall to engage possible new clientele in coming out to the farm to learn more about various options for East TN agritourism. In addition, the use of applications (GroupMe and Photo Circle) taught while on (long) bus rides are now in use with my local Master Gardener volunteer organization.

Again, what an incredible week packed full of creative learning and growing with one another. It was truly a worthwhile experience, and I look forward to participating in future Tennessee Agritourism Association meetings, events, and activities in the future. Many thanks for the opportunity to grow from this experience, and Kudos to the planning team for a well-planned, energetic, highly entertaining, and fun journey!