



AGRI-Tourism

is Economic Development
and Entrepreneurial Development

2008 Regional AGRI-Tourism Conference

April 3-4

Oakhurst Farm

You are invited to attend the first annual Regional Agri-Tourism Conference and Workshop at Oakhurst Farm on Thursday, April 3rd and Friday, April 4th, 2008.

The AGRI-tourism Conference will offer you:

- Information on what's happening at the State level
- Educational sessions for both beginning and established agri-tourism operators
- The types of products and services necessary for successful agri-tourism operations
- Success Stories
- Opportunities to network with other entrepreneurs

Below are the agenda, registration and directions to Oakhurst Farm

2008 – AGRITOURISM CONFERENCE & WORKSHOP AGENDA

Thursday Session

- Morning Moderator** Lynda Dawson – Harris County Chamber of Commerce
- 8:00 – 9:00 Registration/Continental Breakfast
- 9:00 – 9:10 **Welcome/Introductions/Overview of the Day**
Lon Marlowe – Oakhurst Farm
- 9:20 - 10:20 **Agri-Tourism in Georgia – What's Happening at the State Level**
Scott Cagle – Agri-Tour Solutions
- 10:30 - 12:00 **Panel Discussion:** Agri Tourism, Economic Development, Green Space Conservation, Land Preservation
Moderator: *Jerry Griffin – Executive Director, ACCG*
Panel Members: *Steve Bradley, Bartow County Manager; Robert Tolleson, Coweta County Planning Director; Russell Johnson, Johnson Dairy Farm*
- 12:00 - 1:00 **Lunch with Keynote Speaker**
Comments & Introduction of Speaker
- Afternoon Moderator** Hank Arnold – Pine Mountain Tourism Association
- Success Stories:**
1:00 – 1:45 The Rock Ranch -- Jeff Manley
1:45 – 2:30 Cotton Pickin Fair -- Ellen McEwen
2:30 – 2:45 Break
2:45 – 3:30 Roosevelt Horseback Riding Stables - Leasa Stultz
3:30 – 4:15 Sunflower Festival – Wes Holt
- 4:15 – 5:00 **Closing Comments/Evaluations and Adjourn**

Friday Session

- Morning Moderator** Matt Comerford
- 8:00 - 9:00 Continental Breakfast
- 9:00 – 10:30 **Panel Discussion – Elements of a Successful Agri-Tourism Business**
Moderator:
Discussion Topics: Feasibility Study, Business Plan, Taxes, Financing, Marketing, Insurance, Life/Safety Issues,
- 10:30 – 10:45 **Break**
- 10:45 – 12:00 **Panel Discussion Continues**
- 12:00 – 1:00 **Lunch**
- Afternoon Moderator:** Steve Morgan
- 1:00 – 2:30 **Panel Discussion – What works, Reasonable Expectations, Sustainability**
Moderator:
Discussion Topics: Organic Farming/Gardening, Pick Your Own, Horseback Riding, Farm Tours, Craft Fairs, Farmers Market, Grass Fed Beef, Winery
- 2:30 – 2:45 **Break**
- 2:45 – 3:45 **Panel Discussion Continues**
- 3:45 – 4:00 **Closing Comments/Evaluations and Adjourn**

REGISTRATION FORM

Name(s)

Organization/Business

Address

City/State/ZIP

Phone

FAX

E-Mail

Friday Breakout Sessions – Rank the following in order of preference. (Pick 4 from each session)

Morning Session:

Feasibility Study ____ Taxes ____ Financing ____ Marketing ____

Insurance ____ Life/Safety Issues ____ Developing a Business Plan ____

Afternoon Session:

Organic Farming/Gardening ____ Pick Your Own ____ Horseback Riding ____

Farm Tours ____ Craft Fairs ____ Farmers Market ____ Grass Fed Beef ____

Winery ____

REGISTRATION INFORMATION

The registration fee is \$25 per person, which includes continental breakfast, lunch and any handout material.

Registration deadline: March 28, 2008

When registering, make check payable to **Harris County Extension** and mail along with completed registration form to: Harris County Extension

Agri-Tourism Conference
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