

2009 Agritourism Workshop Series
“Expanding the Business Side of Agritourism thru Regionalism”

AGENDA

Day 1 – December 2, 2009

8:00am - 8:30am Registration

8:30am - 8:45am Welcome
Lon Marlowe, Oakhurst Farm

8:45am - 9:15am Georgia Agritourism Overview
Kent Wolfe, UGA Center for Agribusiness and Economic Development

An overview of Agri-tourism in Georgia, what others are doing and the economic impact of Agri-tourism on GA.

9:15 – 9:30 Break

9:30am -11:45am Building an Effective, Affordable Website
Kent Wolfe, UGA Center for Agribusiness and Economic Development

The website development class will use Microsoft office live to develop a website and secure their URL. Participants will develop their website during the class. They need to bring electronic pictures and text files if they would like to add them to their site during the class. When the participants leave, they will have a functioning website, complete with URL and a web presence.

11:45 – 1:00 Working Lunch “Social Media Marketing”
Scott Cagle, Safe and Sound Solutions

Discussion on website optimization techniques; will focus on what needs to be done to ensure that your website will rank high when people search Google

Day 2 – December 3, 2009

8am to 9am	Breakfast <i>Sponsored by Chick-Fil-A</i>
9:00 - 9:15	Welcome
9:15 - 10:15	The Business Side of Agritourism <i>Jeff Manley – Rock Ranch</i>
10:15 – 10:30	Break
10:30 – 12:00	Marketing: The Value of Clustering & Co-marketing <i>David Dyer & Fay Tripp</i>
12:00 – 1:00	Lunch Speaker –Resources Available for Signage <i>David Millen – GDOT & Julie Akins– Dept. of Agriculture</i>
1:00 pm to 2:30pm	Concurrent Sessions
1:00pm to 1:30pm	Evaluating Market Potential <i>Tammy Segura SBDC</i>
1:30pm to 2:00pm	Insurance/Risk Management <i>LeAnna Sherman, GA Farm Bureau</i> <i>Discussion will be about the risk and liability associated with Agri-tourism.</i>
2:00pm to 2:30pm	Financial Analysis -- Enterprise Budgets <i>Mike Best – University of Tennessee</i>
2:30pm to 2:45pm	Break

2:45pm to 4:15pm Concurrent Sessions (continue)

2:45pm to 3:15pm Regulations and Zoning
*Martha Reimann, Community Development
Coordinator, Georgia Department of
Community Affairs*

*This session will cover a brief overview of
zoning and land use while exploring the
opportunities of conservation easements for
environmental protection and economic
development purposes.*

3:15pm to 3:45pm Safety
Dr. Jim Woods, DVM

3:45pm to 4:15pm Financing – Loans & Grants
Bill Snapps

4:15 pm Closing/Evaluations

4:30 pm Adjourn for Home