

## PLEASE SAVE THE DATE!

# Organizing Agritourism Support in California: Tools and Strategies

**Friday, November 4, 2011**

You are invited to join California agritourism leaders for a statewide summit to build better support for agritourism operators in California.

**Sponsored by UC Cooperative Extension & the UC Small Farm Program**

- Experts will help participants explore the relationships and benefits involved in both statewide and local/regional agritourism programs.
- Speakers include Martha Glass, Executive Director of North Carolina's highly successful Agritourism Networking Association, and representatives from the Apple Hill Growers Association.
- The workshop will include regional breakout sessions for networking, discussion and planning.
- Participants will also take away a toolkit of concrete ideas, resources and starter projects to organize agritourism organizations in their own regions, including social media tools to put to work and/or share with others.

## Registration is open – Sign up today!

**Date:** Friday, November 4, 2011

**Time:** 8:30 am - 4:15 pm

**Location:** Robert J. Cabral Agricultural Center /UC Cooperative Extension San Joaquin County  
2101 Earhart Ave., Stockton, CA 95206

**Workshop fee:** \$20 (includes continental breakfast, lunch and handouts)

**To register:** <http://ucanr.org/agtoursummit.2011>

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