

Agritourism Conference

Wednesday, April 16th, 2008

Sponsored by UC Cooperative Extension Amador County and Farms of Amador

Open to Farmers and Ranchers from all Counties

Cost: \$40
Includes UC Agritourism manual, catered lunch, conference packet and morning refreshments

(\$35 for additional registrants not desiring agritourism manual)

Use the form below to register

Conference Agenda

- 8:30-9:00 Registration and Coffee
- 9:00-9:15 Welcome and Conference Information
Andrew Kramer, Program Representative, UCCE Amador Co.
- 9:15-9:30 Tourism in Amador County
Tracey Berkner, President, Amador County Office of Tourism
- 9:30-10:10 Evaluating Your Resources for Agritourism
Holly George, Farm Advisor, UCCE Plumas and Sierra Counties
- 10:10-10:40 Creating a Business Plan
Rosalie Pryor, Samilla May, Proffackson, Business Consultant
- 10:40-10:50 Break
- 10:50-11:20 Agritourism Operations and County Regulations
Susan Rijala, Planning Director, Amador County
- 11:20-11:45 The Relationship of Amador County General Plan to Agritourism
Ken Hutchies, Farm Advisor, UCCE Calaveras County
- 11:45-12:15 Managing Risk in Agritourism
Cathie Egger Smith, Risk Management Consultant
- 12:15-1:15 Lunch
- 1:15-1:30 Consumer Demand/Effective Marketing Channels for Agritourism
Kristin Reynolds, Program Representative, UCCE Sutter Butte Farm Center
- 1:30-2:45 Beginning and Building an Agritourism Venture
*Moderator: Bill Frost, Natural Resources Advisor, UCCE El Dorado Co.
Casey Stone, Yolo Land and Cattle
Katiea and Kyle Kelly, Impossible Acres and Grandpa's Barn
Ken Dean, South River Lavender*
- 2:45-4:00 Tour of Sonoma State Agricultural History Museum
Paul Sobon
- OR
- Tour of Amador Lower Farm
Ken Dean

NAME:

ADDRESS:

PHONE:

E-Mail:

Ranch/Farm/Business:

Send Check payable to "UC Regents" and Registration stub to:

"UCCE Agritourism Conference"
12200 B Airport Rd
Jackson, CA 95642

Location: 21601 Shenandoah School Road in the heart of the Shenandoah Valley, Amador County.

For More Information Call: Andrew Kramer at (209) 223-6837