



**Growing Agritourism!
Conference
November 5th and 6th, 2007**



Register for event at www.barbwiredllc.com
To be held at DoubleTree Hotel, Charlottesville, VA

"A portion of the proceeds will be donated to the Virginia Tech Memorial Fund"

CONFERENCE OVERVIEW

A statewide conference will gather farmers, tourism professionals, and economic leaders for an exciting 2-day visit to Central Virginia. This informative meeting will inspire the farm family to not only continue their livelihood, but to expand through a multitude of agritourism projects. The events features experts sharing practical information on planning and financing the business, land assessments and family commitments, marketing and public relations, insurance and property risks, and much more. The final result is that families will visit the farm, children will learn from the earth, and our agricultural land will be preserved.

Conference Session Highlights

"Alternative Products and Markets"

"Lodging and Overnight Guests"

"Building the Experience - Agritourism Pays Off"

"Hunting 101"

"Observations and Lessons Learned"

"Media and Public Relations"

"How to Build your Business by Driving Your Brand"

"Financing Your Business"

Special Presentations:

The Honorable Robert S. Bloxson, Secretary of Agriculture

The Honorable Delegate Chris Saxmon of Staunton, VA
"Agritourism - A Growing Market in Virginia"

Mr. Curry Roberts, President State Fair of Virginia
"The New State Fair of Virginia, Since 1854"

Ms. Susan Payne, Payne Ross & Associates LLC
and Mr. David Hamilton, Qroe Farms
"The Best of the Best - Bundoran Farm"

Mr. William Moses, Chair Virginia Wine Board
"Vineyards and the Virginia Wine Industry"

Featuring:

"Taste of Virginia" Reception

Registration

Type of Business (check one)

Existing Agritourism Operator

Farmer/Rancher

Tourism Leader

Other

Name _____

Organization Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____

Registration Fee: \$85 per attendee:

\$85 x _____ attendees = \$ _____

Make checks payable to BarbWired LLC

HOTEL ACCOMMODATIONS:

Hotel rooms have been blocked at the DoubleTree Hotel, Charlottesville, VA. To make room reservations, call direct and refer to the Agritourism Conference. Room rate is \$79 per day call DoubleTree at 434.973.2121.