

Where will your agritourism enterprise be in 2008?

Ready to start the New Year filled with success within your operation? The 2008 Agritourism Short Course will help you get there.

Come explore resources, opportunities and tools that will make your 2008 marketing plan successful and encourage more visitors to your operation and community.

Pat Strader, Matterhorn Marketing

Learn how internet marketing is a critical component for your marketing and business development plans.



Geoff Heater, New River CVB

Packaging as a success strategy.



Success Panels

Leading West Virginia agritourism operators share keys to success and ideas for your business



Joe Stephens, The Media Center

Discover the stories that interest the media to increase your business exposure



IMPORTANT WORKSHOP INFORMATION ENCLOSED.....MARK YOUR CALENDAR FOR JANUARY 9, 2008



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West Virginia Department of Agriculture
1900 Kanawha Boulevard East
Charleston, WV 25305

*West Virginia
Department
of
Agriculture*

2008 West Virginia Agritourism Short Course

**Developing
Tools for
Success**



January 9, 2008

**Time: 8:00AM-
5:00PM**

**Charleston Civic Center
Charleston, WV**

Start Your New Year By Planning For Success

Make 2008 the best year yet for your agritourism operation. This one day, intensive short course will give you the tools you need to solidify your marketing objectives, discover the secrets of successful operators in the state and inspire you to expand your enterprise to increase visitors and programs in the coming year.

Leading agriculture and tourism speakers from throughout the state will provide the endless ideas that lead to success and increased revenue. Whether you are thinking of entering the agritourism trade or looking to network and partner with others in your community, this program is designed for you to walk away with a plan to make success happen.

We are holding this program the same week as the statewide Association of Fairs & Festivals conference so come early for a week full of opportunities.



Now is the time to develop your 2008 plan to grow and run your business.

Tentative Program

8:00-9:00AM Registration

9:00-9:30AM Welcome
Commissioner Gus R. Douglass

9:30-10:30AM

“Why You Can Not Afford to NOT Internet Market”

10:30-10:45AM Break

10:45-11:15 Success Stories

11:15-Noon

“Packaging Agritourism”

Noon-1:15 Lunch on your own

1:15-2:00 Success Stories

2:00-2:45

“Giving the Media the Stories They Want to Hear”

2:45-3:00 Break

3:00-3:45

“Risk Management: Lessons from Outfitters and the Insurance Industry”

3:45-4:00 Wrap-up

4:00-6:00 Tour of Capitol Market (optional)



Registration

The Short Course will be held at the Charleston Civic Center. Participant cost is \$35.00. Pre-registration is required before January 4, 2008. Payment is accepted at the door. Complete the enclosed registration form, call (304) 558-2210, fax (304) 558-2270 or email info@visitwvfarms.com.

Accommodations

The Holiday Inn-Charleston House has special rates for the Short Course. Rooms are \$79.00/room plus applicable taxes. Call before December 19, 2007 to guarantee these rates by contacting the hotel directly at (304) 344-4092. Ask for the West Virginia Department of Agriculture block.

Civic Center Directions

If coming east on I-64 take Exit 58B which is the Virginia Street Exit, leading direct to the Auditorium. If headed west take 58C labeled Washington Street, driving three blocks south on Pennsylvania Avenue turning left onto Virginia Street.



West Virginia Department of Agriculture

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For more information:

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