

Conference Agenda

Wednesday, February 29, 2012	
8:00 am to 9:00 am	Registration at Waterfront Hotel, Morgantown, WV
8:00 am to 9:00 am	Continental Breakfast featuring West Virginia products
9:00 am to 9:10 am	Opening Ceremonies; Welcome Commissioner Gus R. Douglass, West Virginia Department of Agriculture Jean Smith, Director, Marketing & Development, West Virginia Department of Agriculture
9:10 am to 10:00 am	Keynote Address: Hugh McPherson, MaizeQuest, New Park, PA <i>"A Goal Without a Plan Is A Wish"</i>
10:00 am to 10:15 am	Break
10:15 am to 11:30 am	<i>"Herding Cats: How to Effectively Train & Manage Employees"</i>
11:30 am to 12 noon	<i>"Connecting Agriculture and Tourism in West Virginia"</i> Betty Carver, Commissioner, West Virginia Division of Tourism
12 noon to 1:30 pm	Lunch Keynote Address: Donna Brooke-Alt, Brookdale Farm, Fort Ashby, WV <i>"Agritourism on the Farm in West Virginia"</i> Presentation of 2012 West Virginia Agritourism Awards Agriculture Commissioner Gus R. Douglass & Tourism Commissioner Betty Carver
1:30 pm to 2:20 pm	Breakout Sessions: A. Agritourism Spotlight: Fee Fishing B. Agritourism Spotlight: Junior Master Gardener Program on Your Farm
2:20 pm to 2:30 pm	Break
2:30 pm to 3:30 pm	<i>"Stack-vertising"</i> Hugh McPherson, MaizeQuest
3:30 pm to 4:15 pm	<i>"Developing a West Virginia Agritourism Itinerary in Your Region"</i>
4:15 pm to 5:00 pm	<i>"Event Planning in WV Agritourism including Tours and School Groups"</i>
5:00 pm	Wrap up and evaluation