

# Colorado Agritourism Association 2018 Spring Conference



## ***Bringing Tourism to Rural Colorado***

Sponsored by the Colorado Tourism Office

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| 9:00-9:30 am   | <b>Registration</b><br>Vendor Booths Open<br>Coffee and Pastries sponsored by Platte River Fort   |
| 9:30-10:30am   | <b>Welcome to the Colorado Agritourism Association</b><br><b>Courtney Frazier</b> , Vice President and Interim Director of CAA<br>The Colorado Agritourism Association is here to promote and support rural tourism.<br>Meet our board of directors and hear about our projects.  |
| 10:30-12:00 pm | <b>Keynote: Turn Any Business Into a Consumer Destination</b><br><b>Jon Schallert, Destination Business Expert</b><br>Jon Schallert is an internationally-recognized speaker and business expert specializing in teaching businesses and communities how to turn themselves into Consumer Destinations, and shows any business how to use his trademarked 14-point process for reinventing a business into a Consumer Destination.<br><br>Other clients of Jon's include: Kellogg's, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, Kichler Lighting and Hunter Douglas to name just a few. |
| 12:00-1:30 pm  | <b>Lunch</b> (provided) <b>and Networking</b>   |
| 1:30-2:15 pm   | <b>Risk Management and Liability</b><br><b>Doug Stevens, Caplan &amp; Earnest</b><br>Agritourism doesn't have to be a risky proposition. Learn how to identify the risks and manage them in a way that will reduce liability and optimize your business.  |
| 2:15-3:00 pm   | <b>Legislative Update</b>   |

3:00-3:15 pm	<b>Break</b>
3:15-3:45 pm	<b>Can Your Clients Find You? Addressing Signage Issues</b> By: Colorado Interstate Logos, Brian Sauber
3:45-4:15 pm	<b>Colorado Department of Ag Helps Producers Diversify Sources of Income Through Agritourism</b> <b>Wendy White</b> will talk about workshops, seminars, grants and other ways that the Colorado Department of Ag is here to help promote agritourism. Wendy has been with the Colorado Department of Agriculture for 18 years.
4:15-5:00 pm	<b>The Visitors, the Economics and the Opportunities in Agritourism</b> <b>Martha Sullins</b> Regional Extension Specialist Agriculture and Business Management Colorado State University Martha will share her years of experience and research on agritourism and her insights into what key factors attract visitors to your business and what keeps them coming back!
5:00-5:15pm	<b>Minimizing Risk: Group Insurance Opportunities</b> <b>Dan Young (with Maddison Insurance)</b> will discuss insurance products for agritourism and will remain available during the subsequent networking event to answer any individual questions.
5:15-6:30pm	<b>Happy Hour/Networking</b> The CAA Board of Directors, Derick Crumpler and other speakers will be available to answer any questions and look forward to the opportunity to meet our members. Please join us for hors d'oeuvres and cash bar. Sponsored by the Colorado Tourism Association