2017 Virginia Agritourism Conference

Agritourism in Virginia’s New Economy

Conference Program

Tuesday, April 18, 2017, 11 a.m. - 5 p.m.
Wednesday, April 19, 2017, 9:00 a.m. - 4:30 p.m. Farm Tours
Thursday, April 20, 2017, 7:45 a.m. - 12 noon

The Hilton Richmond Hotel & Spa / Short Pump
12042 West Broad Street; Richmond, VA 23233

Tuesday, April 18, 2017

11:00 a.m.  Conference Welcome ........................................................................................................ Capital E

11:15 a.m.  Concurrent Sessions

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<tr>
<th>Social Media</th>
<th>Major Event Planning &amp; Management</th>
<th>Planning &amp; Zoning</th>
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<tbody>
<tr>
<td>Dave Neudeck</td>
<td>Ellen Goldberg</td>
<td>Kellie Boles, Loudon County</td>
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<td>Virginia Tourism</td>
<td>Briar Patch Bed and Breakfast Inn</td>
<td>Amanda Glover, Augusta County</td>
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<td>Lynn Graves</td>
<td>Moderate by</td>
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<td>Graves Mountain Farm</td>
<td>Andy Sorrell, Virginia Department of Agriculture &amp;</td>
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<td>Consumer Services</td>
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<td>Heather Wheeler</td>
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12:30 p.m.  Networking Luncheon ........................................................................................................ Capital F
### 1:30 p.m. – 2:30 p.m. Concurrent Sessions

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<th>Legal Stuff: Business Structure</th>
<th>Labor: H2A</th>
<th>Financing Roundtable</th>
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<tr>
<td><strong>Maggy Gregory, Attorney</strong></td>
<td><strong>Kerry Scott</strong>&lt;br&gt;Virginia Area Program Manager&lt;br&gt;MAS Labor&lt;br&gt;Moderated by&lt;br&gt;Livvy Preisser&lt;br&gt;Virginia Cooperative Extension</td>
<td><strong>Laurette Tucker</strong>&lt;br&gt;USDA Rural Development&lt;br&gt;<strong>Stephen Versen</strong>&lt;br&gt;Virginia Department of Agriculture &amp; Consumer Services&lt;br&gt;Moderated by&lt;br&gt;Leanne Harrow&lt;br&gt;Virginia Department of Agriculture &amp; Consumer Services</td>
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### 2:30 p.m. – 3:30 p.m. Concurrent Sessions

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<th>Marketing</th>
<th>Dream to Reality: Planning the Future</th>
<th>Agritourism with a World View</th>
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<td><strong>Thad Smith</strong>&lt;br&gt;Caroline Logan&lt;br&gt;Virginia Tourism&lt;br&gt;Moderated by&lt;br&gt;Sandra Tanner&lt;br&gt;Virginia Tourism</td>
<td><strong>Chris Cook</strong>&lt;br&gt;Virginia Farm Bureau&lt;br&gt;Jessica Hall&lt;br&gt;Harmony Harvest Farm, LLC</td>
<td><strong>Cynthia Chiles</strong>&lt;br&gt;Carter Mountain Orchard&lt;br&gt;Moderated by&lt;br&gt;Laurette Tucker&lt;br&gt;USDA Rural Development</td>
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### 3:45 p.m. – 4:45 p.m. Trade Show Networking

- **Explore Exhibits that will support your Agritourism Adventure!**

### 4:45 – 6:00 p.m. Capital Pre-Function Networking Reception
- **Speaker Exhibits**

- **Cash Bar featuring Virginia’s Wine & Craft Beers**

- **Dinner on your Own**
Wednesday, April 19, 2017

7:45 a.m. Networking Breakfast

8:15 a.m. OPEN SPACE:
Participants identify topics and lead the discussion around the breakfast table.

9:00 a.m. Overview of Farm Tour Schedules and Tour Hosts
Ashley Nauta, Virginia Cooperative Extension

Tour 1 Travel by Bus
- Hanover Vegetable Farm: http://www.hanovervegetablefarm.com/
  - Jeff Sears, Owner
  - Features a farm market, special events, hayrides, pumpkin picking.
- Boxed Lunch: Homemades by Suzanne
- Ashland Berry Farm: http://www.ashlandberryfarm.com/
  - Ken Gustafson
  - Features greenhouses, fall events and tours, Christmas trees
- James River Cellars Winery: http://www.jamesriverrcellars.com/
  - Mitzi & James Batterson, Owners
  - Features wine tasting and sales.

Tour 2 Travel by Bus
- Keenbell Farm: http://keenbellfarm.com/
  - Joe, Kathleen, CJ, Eddie, and Jonathan Isbell
  - Features livestock, specialty grains, and farm store.
- Boxed Lunch: Hickory Notch Grill
- Lickinghole Creek Farm Brewery: http://www.lickingholecreek.com/
  - Sean-Thomas Pumphrey
  - Features hop, barley, rosemary, hay and pumpkin farming along with a farm brewery.
- Shalom Farms: http://shalomfarms.org/
  - Dominic Barrett, Executive Director
  - Features a regional food access and community development project started in 2008 by United Methodist Urban Ministries of Richmond.
Tour 3 Travel by Vans

- **Lonesome Dove Equestrian Center:** [http://ldequestrian.com/](http://ldequestrian.com/)
  - Clint Arrington, Owner
  - Features therapeutic riding for veterans and special events to get people around horses

- **Boxed Lunch: The County Seat**

- **Skippers Creek Vineyard:** [http://skipperscreekvineyard.com/](http://skipperscreekvineyard.com/)
  - Debbie & Charles Zacharias
  - Features wines from viniferous grapes and special events.

9:30 a.m.  Depart on the Tours

*Boxed lunch provided as part of the tour*

4:00 p.m.  Return to Hotel and Dinner on your Own
7:45 a.m.  Conference Breakfast:  
*Understanding the Economic Impact of Agritourism in Virginia*

The Honorable Dr. Basil Gooden, Secretary of Agriculture & Forestry

Dr. Vincent Magnini, Virginia Tech

9:30 a.m.  Building the Agritourism Business  
*Sponsored by the Virginia State University Small Farm Outreach Program*

Jon Schallert, The Schallert Group

12:30 p.m.  Adjourn

Hosted by . . .
- USDA Rural Development
- Virginia Agribusiness Council
- Virginia Association of Counties
- Virginia Cooperative Extension
- Virginia Department of Agriculture and Consumer Services
- Virginia FAIRS
- Virginia State University
- Virginia State University Small Farm Program
- Virginia Tourism Corporation

*Gratitude is expressed to our Conference Sponsors*
- Virginia FAIRS
- Virginia State University Small Farm Program
- Virginia Tourism