



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

Social Media	Major Event Planning & Management	Planning & Zoning
Dave Neudeck Virginia Tourism	Ellen Goldberg Briar Patch Bed and Breakfast Inn	Kellie Boles, Loudon County Amanda Glover, Augusta County
Moderated by Sandra Tanner Virginia Tourism	Lynn Graves Graves Mountain Farm	Moderated by Andy Sorrell, Virginia Department of Agriculture & Consumer Services
	Moderated by Heather Wheeler Virginia Department of Agriculture & Consumer Services	

12:30 p.m. Networking Luncheon Capital F

1:30 p.m. – 2:30 p.m. Concurrent Sessions

Legal Stuff: Business Structure Maggy Gregory, Attorney Moderated by Livy Preisser Virginia Cooperative Extension	Labor: H2A Kerry Scott Virginia Area Program Manager MAS Labor Moderated by Leanne Harrow Virginia Department of Agriculture & Consumer Services	Financing Roundtable Laurette Tucker USDA Rural Development Stephen Versen Virginia Department of Agriculture & Consumer Services Chris Cook Virginia FAIRS Clay Roberts Colonial Farm Credit Moderated by Ashley Nauta Virginia Cooperative Extension

2:30 p.m. – 3:30 p.m. Concurrent Sessions

Marketing Thad Smith Caroline Logan Virginia Tourism Moderated by Sandra Tanner Virginia Tourism	Dream to Reality: Planning the Future Chris Cook Virginia Farm Bureau Jessica Hall Harmony Harvest Farm, LLC	Agritourism with a World View Cynthia Chiles Carter Mountain Orchard Moderated by Laurette Tucker USDA Rural Development

3:45 p.m. – 4:45 p.m. Trade Show Networking

Explore Exhibits that will support your Agritourism Adventure!
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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.jamesrivercellars.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 Pomphrey
 - 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/>
 - 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/>
 - 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

Thursday, April 20, 2017

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

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



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