



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   |
| <p style="text-align: center;"><b>Dave Neudeck</b><br/>Virginia Tourism</p> <p style="text-align: center;">Moderated by<br/>Sandra Tanner<br/>Virginia Tourism</p> | <p style="text-align: center;"><b>Ellen Goldberg</b><br/>Briar Patch Bed and Breakfast<br/>Inn</p> <p style="text-align: center;"><b>Lynn Graves</b><br/>Graves Mountain Farm</p> <p style="text-align: center;">Moderated by<br/>Heather Wheeler<br/>Virginia Department of<br/>Agriculture &amp; Consumer<br/>Services</p> | <p style="text-align: center;"><b>Kellie Boles, Loudon County</b><br/><b>Amanda Glover, Augusta<br/>County</b></p> <p style="text-align: center;">Moderated by<br/>Andy Sorrell,<br/>Virginia Department of<br/>Agriculture &amp; Consumer<br/>Services</p> |

**12:30 p.m. Networking Luncheon ..... Capital F**

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

|   |  |  |
|---|--|--|
| <p><b>Legal Stuff: Business Structure</b></p> <p><b>Maggy Gregory, Attorney</b></p> <p>Moderated by<br/>Livvy Preisser<br/>Virginia Cooperative Extension</p> | <p>Labor: H2A</p> <p><b>Kerry Scott</b><br/>Virginia Area Program Manager<br/>MAS Labor</p> <p>Moderated by<br/>Leanne Harrow<br/>Virginia Department of<br/>Agriculture &amp; Consumer<br/>Services</p> | <p>Financing Roundtable</p> <p><b>Laurette Tucker</b><br/>USDA Rural Development</p> <p><b>Stephen Versen</b><br/>Virginia Department of<br/>Agriculture &amp; Consumer<br/>Services</p> <p><b>Chris Cook</b><br/>Virginia FAIRS<br/><b>Clay Roberts</b><br/><b>Colonial Farm Credit</b></p> <p>Moderated by<br/>Ashley Nauta<br/>Virginia Cooperative Extension</p> |
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**2:30 p.m. – 3:30 p.m. Concurrent Sessions**

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

**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.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

