

DRAFT

Oregon Agritourism Summit Agenda

- 8:30 **Registration Begins**
- 9:00 **Welcome**
Melissa Fery, OSU Extension Service
- 9:15 **Getting to Yes for Agritourism in Oregon**
Jim Bernard, Clackamas County Commissioner
- 9:45 **Market Trends, 6 Kinds of Agritourism, Why is this an opportune time?**
Mary Stewart, MARStewart Group
- 10:15 **Need Motivation?**
Panel of Agritourism Business Owners
- 11:00 Break
- 11:15 **Concurrent Sessions** (choose 1)
- Marketing your Destination: Internet and Beyond
 - Navigating Legal Constraints
 - Getting Started with Business Planning
- 12:30 Lunch
- 1:30 **Concurrent Sessions** (choose 1)
- Reducing Risk by Managing Liability
 - Hospitality: Creating the Customer Experience
 - Models that Work
- 2:45 Break
- 3:00 **Changes that have been made in the last 2 years to support agritourism**
- 3:30 **Future of Agritourism in Oregon**
If there was one thing we could do now, what would it be?
- 4:30 Wrap-up