



Tennessee

AGRI-tourism:

Cultivating Farm Revenue

THE 2005 CONFERENCE
FOR TENNESSEE'S
CURRENT AND POTENTIAL
AGRI-TOURISM OPERATORS

November 7-9, 2005
Embassy Suites Hotel
Franklin, Tennessee

Sponsored by the
Tennessee Agri-tourism Initiative Partners:
Tennessee Department of Agriculture
UT Center for Profitable Agriculture
University of Tennessee Extension
Tennessee Department of Tourist Development
Tennessee Department of Economic and Community Development
Tennessee Farm Bureau Federation
USDA Rural Development

Agritourism: Cultivating Farm Revenue Conference Handbook

UT Center for Profitable Agriculture

November 2005

The conference handbook has been made possible through funding and cooperation of the USDA Rural Development, Tennessee Department of Agriculture, UT Extension Center for Profitable Agriculture and Tennessee Farm Bureau Federation. Special thanks are due to the conference speakers for providing presentation materials and biographical information.

A Letter from Ken Givens, Commissioner of Agriculture



Dear Conference Participants,

Welcome to the “Agri-tourism: Cultivating Farm Revenue” conference! I am proud to join with our partners to offer this opportunity for Tennessee farmers. This conference is the culmination of more than two years work to help build opportunities and farm income through agri-tourism in Tennessee. Our aim in providing this conference is to benefit you by pooling together the information and resources vital to your success as an agri-tourism operator.

I thank Governor Phil Bredesen for his support of the Tennessee Agri-Tourism Initiative and for the establishment of the Agri-Tourism Steering Committee. I also thank USDA Rural Development, which has provided significant funding for the initiative and has helped make this conference possible. Their partnership and financial support is sincerely appreciated.

I also thank our key partners, the Tennessee departments of Tourist Development, Economic and Community Development and Transportation, the Tennessee Farm Bureau Federation, the University of Tennessee Extension and the U.T. Center for Profitable Agriculture for the active roles each have performed as members of the steering committee. This cooperative effort has been vital to the success of the Agri-Tourism Initiative.

Now, we want to partner with you. I hope you enjoy the conference and take home the knowledge and skills you need to cultivate more revenue on your farm!

Sincerely,

A handwritten signature in black ink that reads "Ken Givens". The signature is stylized and cursive.

Ken Givens
Commissioner
Tennessee Department of Agriculture

A Letter from the Tennessee Agri-tourism Initiative Partners

Dear Conference Participants,

Welcome once again to the *Agri-tourism: Cultivating Farm Revenue* conference!

Over the next three days, you will have an opportunity to attend educational sessions including three general sessions with five presentations and four (of 12) concurrent sessions. You will also have an opportunity to build networking relationships with agri-tourism operators and professionals and learn about products and services available in the conference trade show.

We hope you will use this handbook to help you get the most out of your conference experience. The agenda, session descriptions and hotel map will help guide your time at the conference. The session slides and handouts will allow you to follow along during presentations and take valuable notes, as well as provide you with information from sessions you did not attend. These handouts as well as speaker contact information and trade

show exhibit list will serve you in the future as you implement ideas and build on relationships founded at this conference.

We are very grateful to all those who have contributed to the planning and implementation of this conference. In particular, we would like to thank the speakers and moderators who have traveled from California, Ohio, North Carolina and all across Tennessee to be here with us. They have generously agreed to share their time, knowledge and experience with us and have spent hours preparing for their sessions. We also appreciate the efforts of trade show exhibitors for bringing information about their products and services to us.

Finally, thank you for supporting the efforts of the Tennessee Agri-tourism Initiative partners to build farm income in the state by attending this conference. We hope your experience at the *Agri-tourism: Cultivating Farm Revenue* conference will help you to cultivate revenue on your farm or in your area.

Tennessee Agritourism Initiative Partners
Tennessee Department of Agriculture
UT Center for Profitable Agriculture
University of Tennessee Extension
Tennessee Department of Tourist Development
Tennessee Department of Economic and Community Development
Tennessee Farm Bureau Federation
USDA Rural Development

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Agenda

Monday, November 7		
3:00 pm	Registration Begins – <i>Welcome!</i>	
6:00 pm	Dinner and Opening Session <i>Cows, Crops, Kids and Cash! Is agritourism Your New Cash Cow?</i> --Darren “The Pizza Farmer” Schmall	Birch/Chestnut
Tuesday, November 8		
7:30 am	Registration Continues	
8:00 am	General Session <i>Introduction to Conference and Materials</i> --Megan Bruch, UT Center for Profitable Agriculture	Azalea/Iris
8:45 am	Concurrent Session I	
	A. <i>Good to Go, Getting to Yes with Agritourism</i> --Eric Barrett, Ohio State University Extension Educator and Agritourism Enterprise Operator	Azalea/Iris
	B. <i>Making Your Web Site Work for You</i> --John Toman, UT Institute of Agriculture, Director of Information Technology	Magnolia
	C. <i>Cultivate Revenue through Excellent Customer Service</i> --Ramay Winchester, Tennessee Department of Economic and Community Development	Oak
10:15 am	Break and Visit Trade Show	
10:45 am	Concurrent Session II	
	A. <i>Making Teachers Love Your Farm</i> --Eric Barrett, Ohio State University Extension Educator and Agritourism Enterprise Operator	Azalea/Iris
	B. <i>Evaluating Your Resources: A Snapshot of Your Potential</i> --Alan Galloway, UT Extension	Magnolia
	C. <i>Unwritten Rules for Success: Integrating Entrepreneurship and Business Planning in Agritourism Enterprise Management</i> --Rob Holland and Amanda Ziehl, UT Center for Profitable Agriculture	Oak
12:15 pm	Lunch, Networking and Trade Show	

1:30 pm	Concurrent Session III	
	A. <i>Marketing for the Marketing Impaired</i> --Charlie Hall, UT Extension	Azalea/Iris
	B. <i>The Realities of Agritourism</i> --Jerri Lynn Sims, UT Extension --Cathy and Mike Bradley, Bradley Farms --Judy and Joe Clayton, Country Cove Christmas Tree Farm --Vera Ann Myers, Myers Pumpkin Patch and Corn Maze	Magnolia
	C. <i>Safety and Health: Regulations and Experiences of Agritourism Operators</i> --Timothy G. Prather, UT Extension	Oak
3:00 pm	Break and Visit Trade Show	
3:30 pm	Concurrent Session IV	
	A. <i>Creating Strategic Alliances that Pay! Do you have shat a potential sponsor wants?</i> --Darren Schmall, Pizza Farm Agritainment Company and Barbara Tanimoto-Schmall, American Heart Association	Azalea/Iris
	B. <i>Financing Your Enterprise: The Secrets to Grants and Loans</i> --Amanda Ziehl, UT Center for Profitable Agriculture	Magnolia
	C. <i>Pumpkins & Print, Tomatoes & TV</i> --Patricia McDaniels, Doug Edlund and Chuck Denney, UT Institute of Agriculture, Department of Marketing and Communications Services	Oak
5:00 pm	Break	
5:30 pm	Buses begin Loading for Dinner Event at Ellington Agricultural Center	Lobby Entrance
6:00 pm	Dinner Event Begins	Ed Jones Aud.
8:00 pm	Buses Begin Returning to Embassy Suites	

Concurrent Session Moderators:

Session A (Azalea/Iris)	Pam Rye, TSU Extension Small Farm Specialist (931) 648-5725, pry@utk.edu
Session B (Magnolia)	Chuck Danehower UT Extension Area Farm Management Specialist (731) 635-9551, scdanehower@utk.edu
Session C (Oak)	Alice Rhea, UT Extension UT Extension Area Farm Management Specialist (865) 982-6430, arhea@utk.edu

Wednesday, November 9		
8:00 am	General Sessions	Birch
	<i>The Tennessee Tourism News Bureau: An Agritourism Marketing Tool</i> --Keith Britt and Phyllis Qualls-Brooks, TN Department of Tourist Development	
	<i>Update on Tennessee Liability Laws</i> --Patricia Clark, TN Department of Agriculture	
	<i>An Agritourism Success Story: Vollmer Farm</i> --Mary Vollmer, Vollmer Farms, North Carolina	
	<i>The Conference in Review</i> --Megan Bruch and UT Center for Profitable Agriculture --Dan Strasser, TN Department of Agriculture	
11:30 am	Adjourn – <i>Thank you for coming! Please remember to turn in your conference evaluation forms.</i>	

Concurrent Session Descriptions

Concurrent Session I

<p><i>Good to Go! - Getting to Yes with Agritourism</i></p> <p><i>(Beginner)</i></p>	<p>Eric Barrett, Ohio State University Extension Educator and Agritourism Enterprise Operator</p>	<p>Start up is difficult in any new business venture. It is even more difficult for farm operations that aren't used to dealing with the public. There are lots of ideas and lots of talking - but when are you 'good to go' on the idea? This session will overview agritourism opportunities, ways to get the farm team ready and other ideas for a good start up that will help with farm profitability.</p>
<p><i>Making Your Web Site Work For You</i></p> <p><i>(Advanced)</i></p>	<p>John Toman, UT Institute of Agriculture Director of Information Technology</p>	<p>Why just put up an average site, when you could put up a site that really enhances your business. This session explores how to make a website work to your advantage. Learn how to plan your site by focusing on users' needs, discover pointers on how to make your site come up in searches, and explore how best practices in web design can enhance "the look" of your site. This session will be helpful if you're considering developing a website or making improvements to an existing site.</p>
<p><i>Cultivate Revenue through Excellent Customer Service</i></p> <p><i>(Beginner/ Advanced)</i></p>	<p>Ramay Winchester, Tennessee Department of Economic and Community Development, Economic Development Specialist</p>	<p>Your bottom line depends on your ability to meet customers' needs and expectations, and customers expect excellent customer service. Excellent customer service will help you to cultivate loyal customers who return again and again to your operation as well as grow positive word-of-mouth advertising. Poor customer service, on the other hand, will likely have a devastating impact on your crop of customers. This session will introduce fundamental customer service guidelines which can be implemented on your operation and provide tips on how to motivate all staff and employees to provide excellent service to your customers. Join in this session to learn how to cultivate your farm revenue through excellent customer service!</p>

Concurrent Session II

<p><i>Making Teachers Love Your Farm!</i></p> <p><i>(Advanced)</i></p>	<p>Eric Barrett, Ohio State University Extension Educator and Agritourism Enterprise Operator</p>	<p>School tours can be a profitable aspect of agritourism, but they are even more important in marketing other aspects of your farming operation if well planned and executed. We will discover curriculum ideas relating to your current activities; simple activities that teachers see as good for their lesson plans over the school year; the logistics of scheduling and hosting; marketing materials for schools, preschools and more! Learn to make school tours profitable for your pocket and for childrens' minds!</p>
<p><i>Evaluating Your Resources: A Snapshot of Your Potential</i></p> <p><i>(Beginner)</i></p>	<p>Alan Galloway, UT Extension Area Farm Management Specialist</p>	<p>Agritourism, for some, is an opportunity to increase farm revenue. Development of a successful enterprise, however, requires a unique combination of resources. In this session, you will learn about some of the resources needed and methods to evaluate your resources to help you determine your potential for success. These methods may also be helpful in deciding whether or not to add an attraction or expand your enterprise to other seasons.</p>
<p><i>Unwritten Rules of Success: Integrating Entrepreneurship and Business Planning in Agritourism Enterprise Management</i></p> <p><i>(Beginner/Advanced)</i></p>	<p>Rob Holland and Amanda Ziehl, UT Center for Profitable Agriculture Specialists</p>	<p>This is not your typical business planning seminar. This session will address the importance of entrepreneurship skills in the overall management of numerous, overlapping activities involved with operating a value-added farm enterprise. Participants will be introduced to the importance of establishing a vision and appropriately integrating numerous managerial functions involved in operating a new farm enterprise. Participants will look beyond production-oriented management and will be asked to consider some of the nontraditional factors of business success. Rather than looking at things that do and do not work, this session will focus on why some things work in some instances for certain operations. This session will focus on how business planning and management can help the agritourism entrepreneur develop an intuition for knowing which steps to take and when to take them.</p>

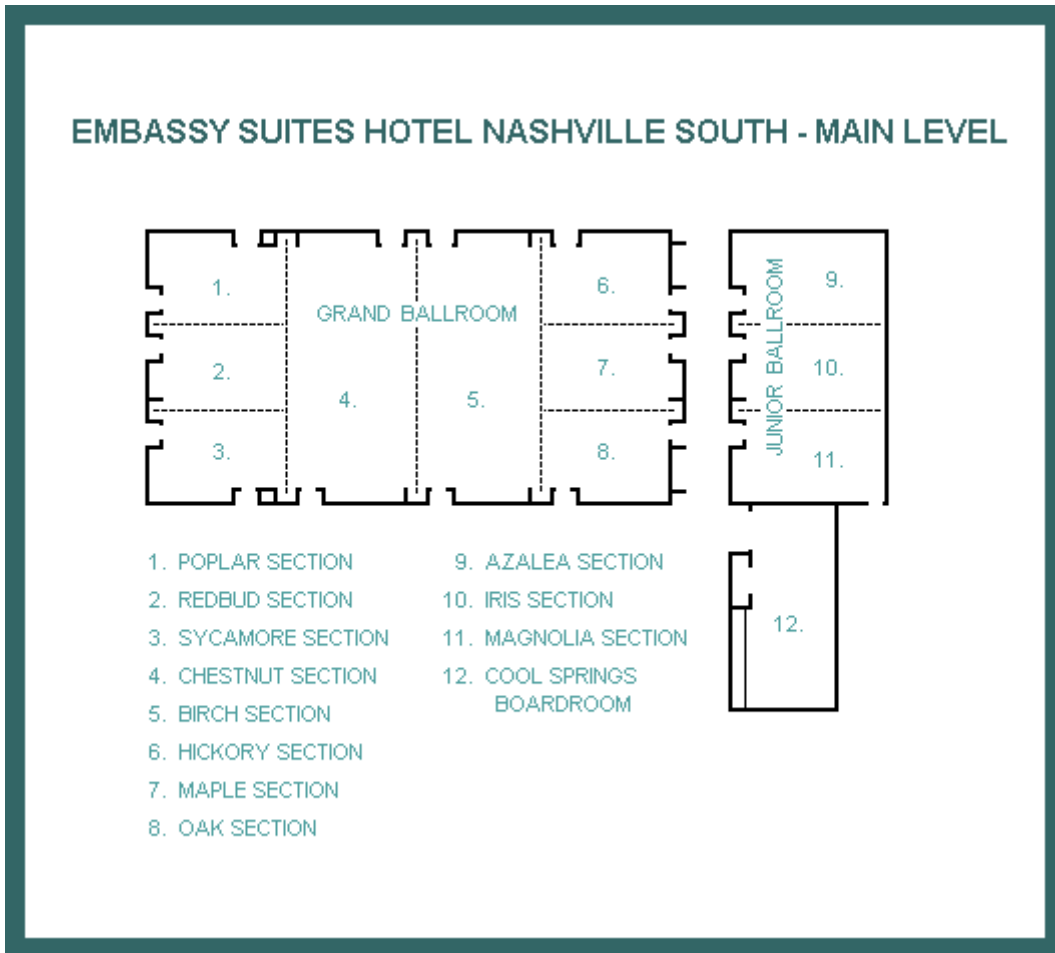
Concurrent Session III

<p><i>Marketing for the Marketing-Impaired!</i></p> <p><i>(Beginner/Advanced)</i></p>	<p>Charlie Hall, UT Extension Professor</p>	<p>In this breakout session, we will explore the mindset of successful "marketeers" -- what makes them stand out among all the rest! If you have struggled with getting a handle on your agritourism marketing efforts, then this session is for you! You will not only leave with many creative ideas in your head, but with a solid game plan as well.</p>
<p><i>The Realities of Agritourism</i></p> <p><i>(Beginner)</i></p>	<p>Jerri Lynn Sims, UT Extension Area Farm Management Specialist & Panel of Agritourism Operators</p>	<p>You've seen the lines of people waiting to enter the corn maze in the next county or seen the school buses parked in your neighbor's yard. Is agritourism really just one big CA\$H cow waiting to be milked? You'll hear about the realities of agritourism from a panel of experienced agritourism entrepreneurs. Learn what it takes to be an agritourism entrepreneur and whether agritourism is as easy as it looks from across the fence.</p>
<p><i>Safety and Health: Regulations and Experiences of Agritourism Operators</i></p> <p><i>(Beginner/Advanced)</i></p>	<p>Timothy G. Prather, UT Extension Safety Specialist</p>	<p>Safety and health are topics often overlooked - often until injuries, illnesses, or other complaints occur. In addition to the obvious direct losses from mishaps (downtime and medical costs), incidents that result in injuries and illnesses can lead to costly investigations, fines, and litigation. Many farmers may be unfamiliar with these regulations because family farm production enterprises are exempt from most, but making the transition to an agritourism/retail enterprise suddenly makes the business subject to various federal and state safety and health regulations. This session will review some of these regulations, highlight several agritourism operations' experiences with these regulations, and discuss steps you can take to minimize the losses that can result from oversights and mishaps.</p>

Concurrent Session IV

<p><i>Creating Strategic Alliances That Pay! Do you have what a potential sponsor wants?</i></p> <p><i>(Advanced)</i></p>	<p>Darren Schmall, Pizza Farm Agri-tainment Company and Barbara Tanimoto-Schmall, American Heart Association</p>	<p>Darren and Barbara have created a successful sponsorship program for their farm with local, state and national companies (nearly \$50,000 in cash/in-kind in 2005). Are you overlooking a valuable asset on your farm? Learn how to select, solicit and retain sponsors. Creativity abounds in this simple, easy to follow template for creating a win-win situation for you AND your sponsors.</p>
<p><i>Financing Your Enterprise: The Secrets to Grants and Loans</i></p> <p><i>(Beginner)</i></p>	<p>Amanda Ziehl, UT Center for Profitable Agriculture Specialist</p>	<p>Have you ever wondered if there was a special grant or loan program available to help finance your agritourism operation? This session will address the realities about the availability and requirements of grant and loan programs. To better prepare for securing financing for a new farm enterprise, participants will become familiar with terminology, matching and reimbursement requirements and myths and facts of grant and loan programs. This session will explain the importance of a business plan in securing financing, consider technical resources available and provide an overview of grant and loan opportunities.</p>
<p><i>Pumpkins & Print, Tomatoes & TV</i></p> <p><i>(Beginner/Advanced)</i></p>	<p>Patricia McDaniels, Doug Edlund, and Chuck Denney, UT Institute of Agriculture, Department of Marketing and Communications Services</p>	<p>“I’ve got a great business and terrific products, but nobody knows I’m here!” That’s a common concern among people in the Agritourism business. You can advertise, and that’s almost always a smart thing to do. But what if funds are limited? In this session, communications experts with UT’s Institute of Agriculture will talk about attracting free media coverage through news events and feature stories. Agritourism is news, and this session will focus on the types of stories the media might be interested in, and how to let the media know about your business. Any media coverage, whether it’s CNN or your local, weekly newspaper, means that someone, somewhere is learning about your agritourism enterprise. And increased knowledge with the public can lead to more customers! Learn to work with the media to attract attention to your business. Bring your story ideas and we’ll help you outline a reasonable approach for use with media.</p>

Hotel Map



Trade Show Exhibitor List

Agricultural Marketing Resource Center
1111 NSRIC
Ames, IA 50011
515-294-5281
malindag@iastate.edu
www.agmrc.org
Resource Information & Public Service

Center for Historic Preservation
Middle Tennessee State University
Box 80
Murfreesboro, TN 37132
(615) 898-2947
histpres@mtsu.edu
<http://histpres.mtsu.edu/histpres/>
Historic Preservation and Century Farm
Programs

Center for Profitable Agriculture
UT Extension
P.O. Box 1819
Spring Hill, TN 37174
(931)486-2777
cpa@utk.edu
<http://cpa.utk.edu>
Education & Technical Assistance

Dimond Hospitality Consulting Group
5710 Stoneway Trail
Nashville, TN 37209
615-353-0033
drewdimond@aol.com
www.drewdimond.com
Books

Intermark Ride Group
1613 Otter Creek Road
Nashville, TN 37215
615-370-9625
sales@intermarkridegroup.com
www.intermarkridegroup.com
Trackless Electric Train, Kiddie Rides, &
Other Trains

Loveless Café
8400 Highway 100
Nashville, TN 37221
615-646-0067
paula@lovelesscafe.com
www.lovelesscafe.com
Preserves, BBQ Sauce, Baked Goods,
Catering, & Restaurant

MANAGE Program
UT Extension
<http://economics.ag.utk.edu/mang.html>
Contact your county Extension office or
call 1-800-345-0561
Technical Assistance

Prime Pedal Karts, LCC
3359 Copter Road
Pensacola, FL 32514
250-475-0450
info@primepedalkarts.com
www.primepedalkarts.com
Pedal Go Karts, Pedal Tractors, & Agri-
tainment Equipment

Tennessee Department of Agriculture
Markets Development Division
P.O. Box 40627
Nashville, TN 37204
(615) 837-5160
<http://picktnproducts.org>
Marketing Assistance & Grant Program

Tennessee Department of Tourist
Development
William Snodgrass/TN Tower
312 8th Avenue North, 25th Floor
Nashville, TN 37243
www.tnvacation.com,
[http://www.state.tn.us/tourdev/
shannon.corney@state.tn.us](http://www.state.tn.us/tourdev/shannon.corney@state.tn.us)

Tennessee Department of Transportation
Suite 400, James K. Polk Bldg.
505 Deadrick Street
Nashville, TN 37243
615-741-2027
www.tdot.state.tn.us
Sign Programs

Tennessee River Barbeque Sauce
322 Edgelake Drive
Kingston, TN 37763
865-376-5695
happygourmet@aol.com
Barbeque Sauces

Tennessee River Freshwater Pearl Farm
and Tour
255 Marina Road
Camden, TN 38320
731-584-7880
bob@birdsonresort.com
www.birdsongresort.com

The Deacon's Salsas & Sauces Co, Inc.
1281 - C N. Mt. Juliet Road
Mt. Juliet, TN 37122
615-758-6671
thedeacons@lwol.com
www.deaconssalsa.com
Salsas, BBQ Sauce, Spaghetti Sauce, &
Pizza Sauce

University of Tennessee – Martin
Department of Agriculture and Natural
Resources
264 Brehm Hall
Martin, TN 38238
731-881-7271
jbutler@utm.edu

USDA Farm Service Agency
579 Federal Building
Nashville, TN 37203
615-277-2615
<http://fsa.usda.gov/tn>
reagan.soloman@tn.usda.gov
Farm Programs

USDA Rural Development
3322 West End Ave, Ste 302
Nashville, TN 37203
615-783-1359
<http://www.rurdev.usda.gov/tn/>
Rural Development Programs

Speaker Biographies and Contact Information

Eric Barrett



Extension Educator, Agriculture and County Extension Director
Washington County, Ohio State University Extension
202 Davis Avenue, Marietta, OH 45750
(740)376-7431, barrett.90@osu.edu

Eric Barrett is the Extension Educator for Agriculture in Washington County with Ohio State University Extension. He is also the County Extension Director, managing 17 staff conducting educational programs for the county. Eric has an MS degree in Agricultural Economics and a BS in Animal Sciences, both from The Ohio State University. Eric's area of expertise is entrepreneurship and direct marketing, working with farmers on management, marketing and human resource management issues.

Before coming back home, Eric worked for three years at Ohio State University on human resource management issues and did marketing consulting work for a private firm. He then worked with OSU Extension in Lancaster, serving Fairfield County.

Eric is also active with the family farm. The family has Sweetapple Farm Market – consisting of about five acres of pumpkins, a seven acre corn maze, group tours, hayrides, family events, an Ag-tivity Center for children to play and learn about the farm, and much more. They invite the public to relax...remember...smile... and *experience the farm!*

Keith Britt

Public Information Officer/Director of Communications
Tennessee Department of Tourist Development
William Snodgrass/TN Tower, 312 8th Avenue North, 25th Floor, Nashville, TN 37243
(615) 741-9010, Keith.Britt@state.tn.us

Keith Britt serves as director of communications for the Tennessee Department of Tourist Development. He brought 15 years of marketing and public relations experience to the department when he joined in September 2004. Britt served as principal of WKB Public Relations (Nashville), group director for Dye Van Mol & Lawrence (Nashville), vice president at The Buntin Group (Nashville), and as chief operating officer of Thompson & Baker (Memphis). Britt specializes in consumer product public relations, strategic planning, crisis communications, and issues management.

During his career, Britt created public relations campaigns for a wide array of clients including the Jack Daniel's family of brands, Tehama (Clint Eastwood's line of golf apparel), J.C. Bradford & Co., UC Lending, Kraft Food Ingredients, Thomas & Betts, High Five Entertainment, country music artist Terri Clark, and television programs and series on TNN, Discovery, PBS, Oxygen and CMT.

Britt's issues management experience includes campaigns and initiatives in Missouri, Tennessee, Mississippi, Arkansas and Florida. In 2002, he was communications director and strategist for then U.S. Senator Bob Graham's (D-Fla.) state constitutional amendment initiative, Education Excellence for Florida, which restructured the management of the state's 11 public universities. In addition, he has won four Pollie Awards from the American Association of Political Consultants for his work.

Phyllis Qualls Brooks



Assistant Commissioner, Sales & Marketing
Tennessee Department of Tourist Development
William Snodgrass/TN Tower
312 8th Avenue North, 25th Floor
Nashville, TN 37243
(615) 741-9057, Phyllis.Qualls-Brooks@state.tn.us
www.tnvacation.com, <http://www.state.tn.us/tourdev/>

Phyllis Qualls-Brooks serves as Assistant Commissioner-Marketing for the Tennessee Department of Tourist Development. She assumed her duties in the spring of 2004.

In her role, Qualls-Brooks supervises communications, marketing and sales divisions. These areas are involved with publicity, vacation guides, events & presentations, media tours and the department's web site, among other duties. Qualls-Brooks is one of two assistant commissioners who report to Commissioner Susan Whitaker.

Prior to joining the tourism department, Qualls-Brooks served for nearly 13 years as director of public relations at Tennessee State University (TSU) in Nashville, Tennessee. While at TSU, Qualls-Brooks had oversight responsibility for the image of Tennessee State University and was the University's official spokesperson. She also served as producer and voice talent for several TSU broadcast programs. Prior to her position at TSU, she served as director of public relations, special events and UNCF Liaison at Tougaloo College in Jackson, Mississippi. A television news veteran, Qualls-Brooks has served as a news reporter and anchor, talk-show host and programming executive.

A tireless professional, Qualls-Brooks has earned several awards and honors from professional as well as social and civic organizations. Under her leadership, the TSU public relations office earned numerous awards from CASE (Council for the Advancement and Support of Education), the Tennessee College Public Relations Association, and others. During that same period, Qualls-Brooks was presented the Professional Award from the Nashville Club of the National Association of Negro Business and Professional Women's Clubs Inc.

A highly sought after speaker and lecturer, Qualls-Brooks is a Mississippi native, and holds a bachelor of fine arts degree from the University of Southern Mississippi. She earned her master's degree from Tennessee State University and is currently working on her doctoral degree in higher education administration at Vanderbilt University.

Qualls-Brooks is a member of Greater Bethel A. M.E. Church in Nashville and serves as a steward. She is married to Lindsey C. Brooks Jr. and they have one daughter, Lovette, a 2004 honors graduate of Howard University in Washington D.C. and a first year law student at the University of Southern California in Los Angeles.

Megan Bruch



Extension Specialist
Center for Profitable Agriculture
University of Tennessee Extension
P.O. Box 1819, Spring Hill, TN 37174
931-486-2777, mlbruch@utk.edu, <http://cpa.utk.edu>

Megan Bruch is an Extension Specialist for the UT Extension Center for Profitable Agriculture. She joined the Center in June 2003 to work with value-added agriculture marketing issues in the state including coordination of the Center's involvement in the Tennessee Agritourism Initiative.

Megan earned a M.S. degree in Agricultural Economics and a B.S. degree in Agricultural Business and Animal Science-Industry from Colorado State University. She is a native of Yuma, Colorado and was raised on a commercial cow/calf operation on the northeastern plains of the state. She now resides in Columbia, Tennessee.

Patricia Clark



Assistant Commissioner
Tennessee Department of Agriculture
Ellington Agricultural Center
P.O. Box 40627, Nashville, Tennessee 37204
615-837-5093, Patricia.Clark@state.tn.us

Assistant Commissioner of Agriculture, Patricia Clark lives in Brentwood, Tennessee and a native of Cookeville, Tennessee. She received her B.S. degree in Political Science from Tennessee Technological University in Cookeville and her Masters degree in Public Administration from the University of Tennessee in Knoxville. She received her Doctorate of Jurisprudence from the Nashville School of Law while working as a hearing officer and research analyst in the State Comptroller's office.

Commissioner Clark was a staff attorney for the University of Tennessee County Technical Assistance Service and the Executive Director of the University of Tennessee's Center for Government. She left the University of Tennessee in 1998, for a private law practice in Franklin, Tennessee. Her practice included public finance, government law, estate planning, wills, real property, taxation, and family law.

A "family tradition" brought her back to government service when she was appointed as General Counsel to the Tennessee Department of Agriculture. Former Commissioner of Agriculture, A. C. Clark, is Patricia's father.

After five years as General Counsel, Patricia became Assistant Commissioner to Commissioner Ken Givens where she is the department's Legislative Liaison during the annual sessions of the Tennessee General Assembly and advises the department on matters of policy. She continues to represent the department in legal matters and oversees the 11 commissioned law enforcement officers of the Agricultural Crime Unit. The Ag Crime Unit investigates and prosecutes wild land arson, criminal offenses relating to animal theft, fraud, and animal disease, as well as regulatory crimes, and matters of agri-terrorism and homeland security.

Chuck Denney



Videographer/Producer
UTIA Marketing & Communications
2621 Morgan Circle, Rm 104E
Knoxville, TN 37996-4507
(865) 974-7367, cmdenney@utk.edu

Chuck Denney is a TV News Reporter and Public Relations Specialist. He has a Bachelors Degree in Broadcasting from Western Kentucky University (85'), and a Masters in Broadcasting from The University of Tennessee (92'). He worked as a Television News Reporter at WKYT-TV in Lexington, KY from 1986 - 89, and then at WBIR-TV, the NBC affiliate in Knoxville in 1989. Chuck worked there as a reporter and producer until 1995, and won several awards – including the prestigious Horace Wells Community Service award for a piece he produced on teen alcoholism.

Chuck left TV in 1995 to become the Public Information Officer for the Knox County Sheriff's Department. While at the KCSD, Chuck graduated from the Tennessee Law Enforcement Training Academy. At the Sheriff's Department, he won two first place awards in the nation for a departmental newsletter that he wrote and produced.

Chuck accepted a position in the Communications Department for the UT Institute of Agriculture in 1999 where he produces television stories and a public access cable show recently voted the top agricultural program in the country among land grant colleges. Chuck also produces radio work, and is an Adjunct Professor in the Department of Electronic Media where he teaches Broadcast News Writing.

He has a particular passion for the Tennessee Vols, the Tennessee Titans and the St. Louis Cardinals. He and wife Renee' live in Powell, Tennessee and have two children -- 11-year-old Sam and 8-year-old Meredith. A native of Lebanon, Tennessee, Chuck grew up on a farm where his mom and dad still live today.

Doug Edlund



Communications Specialist
Marketing and Communications
The University of Tennessee Institute of Agriculture
2621 Morgan Circle, Room 104
Knoxville, TN. 37996
(865) 974-7363

Doug Edlund has nearly 20 years of experience in television production. He began his career with WBIR-TV in Knoxville covering news in a variety of capacities including; photojournalist, assignment editor, field producer, and editor. Doug's work has been shown on statewide and national television, for which he has won numerous awards. Doug joined the UT Institute of Agriculture in 1999 as a Communications Specialist where he produces video news releases, a cable news show, radio, and marketing videos. He lives in Knoxville with his wife Ruth and two year old daughter Christina.

Alan Galloway



Area Specialist, Farm Management, UT Extension
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Born and raised on a small part-time farm on the Cumberland Plateau in Morgan County, Alan Galloway can confirm the value of rural experiences. He is a graduate of Tennessee Technological University with a B.S. in Agribusiness Economics and Clemson University with an M.S. degree in Agricultural Economics. After working five years in retail management with Southern States Cooperative, Alan has spent the last nineteen years working with farmers and farm families in a nine county area in northern middle Tennessee as an Area Farm Management Specialist with UT Extension. Alan has a definite connection to Agritourism. Beginning in 1992, he along with his wife and two sons started MARK 4 Christmas Tree Farm, a small choose-n-cut operation near Cookeville.

Charles Hall



Professor and Extension Economist
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A native of North Carolina, Dr. Charlie Hall received his B.S. in Agricultural Economics in 1984 and his M.S. in Ornamental Horticulture and Landscape Design in 1986 from the from the University of Tennessee. He then obtained his Ph.D. from Mississippi State University in 1988 and began his academic career at Texas A&M University in 1988, where he spent 13 years on the faculty before returning to UT in 2002.

Dr. Hall is a Professor and Extension Economist in the Department of Agricultural Economics at the University of Tennessee. Dr. Hall's Extension program focuses on the economics of producing and marketing horticultural products grown in Tennessee. His major areas of specialization include marketing strategies for firms at the wholesale and retail level, financial analysis for horticultural firms, and the situation/outlook for major horticultural crops.

Dr. Hall's expertise in the production and marketing of horticultural crops is nationally recognized in the agricultural economics profession and among the horticultural clientele he serves. He is an invited speaker at numerous regional, national, and international meetings of various industry-related associations and organizations. He is particularly known for the enthusiasm, humor, and intensity he exhibits when speaking.

Dr. Hall is an Honorary Lifetime Member of the Texas Nursery and Landscape Association and has received TNLA's Award for Outstanding Service to the Nursery Industry. In academia, Dr. Hall has received Texas A&M University's Association of Former Students' Distinguished Achievement Award in Teaching and the Vice Chancellor's Award in Excellence for Student Counseling and Relations. Various Extension awards include the Outstanding Extension Publication Award from the American Society of Horticultural Science; and the Certificate of Meritorious Service and the State Early Career Award, both presented by Epsilon Sigma Phi, the professional society of the National Extension Service. He is a member of Alpha Gamma Rho agricultural fraternity and has received their Grand Presidents Award and Brother of the Century designation.

Rob Holland



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Rob is in his 14th year of work with UT Extension. He spent five years as an Area Farm Management Specialist in East Tennessee. Since 1997, he has been a State Extension Specialist in the *Center for Profitable Agriculture*. He began his work in the Center on the UT Agricultural Campus in Knoxville. In the fall of 2002 Rob relocated to the Center's headquarters at the Middle Tennessee Research and Education Center in Spring Hill, Tennessee.

As an Extension educator, Rob works with farmers and agri-entrepreneurs in the analysis, evaluation and development of value-added agriculture products, projects and enterprises. He has developed financial and market analyses for agritourism enterprises, commercial food processing businesses, retail meat markets, bagged compost enterprises, niche aquaculture markets and various other value-added enterprises.

He has completed financial and feasibility studies for more than 75 projects and conducted educational programs in 76 counties and in 7 other southeastern states. He has completed 15 peer-reviewed educational publications and written more than 150 articles and information sheets.

Rob has a M.S. degree in Agricultural Economics from U.T. Knoxville and a B.S. degree in Agricultural Business from U.T. Martin.

Rob's wife, Connie, is a certified elementary school teacher. Rob and Connie have two children 8-year-old daughter Reagan and 6 year-old son Clark. They reside in Columbia, Tennessee. Rob was born & raised on a family farm in Giles County in Middle Tennessee where he was a National 4-H Winner.

Patricia McDaniels



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Patricia McDaniels has 21 years of experience as a writer, editor, and publications manager. She has worked for a national publishing firm, engineering consultants, the Oak Ridge National Laboratory, and as an editor and media relations coordinator for the University of Tennessee Institute of Agriculture. She has won several writing awards. Her work has been published in magazines and newspapers as well as on Web pages and as advertisements.

Timothy Prather



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Tim Prather is an Extension Specialist in the UT Extension Biosystems Engineering & Soil Science Department at Knoxville, TN. He has been with UT since 1983, serving in several roles as the nature of Tennessee Agriculture and the Cooperative Extension Service has changed during that time. Originally hired as the Extension farm safety specialist, the position has evolved over the years to include the Tennessee AgrAbility Project, issues related to Homeland Security and disaster preparedness, and modern agricultural GIS and GPS technologies for mapping and planning agricultural activities. He is active in several state and national organizations, and has obtained more than \$2 million in external funding for Extension programs since 1991. The largest of these projects has been the Tennessee AgrAbility Project, a cooperative effort of USDA Cooperative States Research, Education and Extension Service (CSREES), UT Extension, Tennessee State University Cooperative Extension Program, Easter Seals, and the Tennessee Technology Access Projects that assists farmers and family members with disabilities in improving their independence and productivity.

Tim grew up in Walton County, Georgia, which is East of Atlanta and near Athens. He attended and obtained the Bachelor and Master of Science degrees from the University of Georgia Agricultural Engineering Department in 1981 and 1983, and has been employed by the University of Tennessee since that time.

Tim lives in Blount County, Tennessee with his wife, Lynn, and children, Daniel and Hannah. They are active in Beech Grove Baptist Church and Maryville Christian School. They are also active in the Foothills Antique Tractor and Engine Club, where Tim is an officer as well as newsletter editor and webmaster. Other favorite family activities include hunting and fishing, cooking and eating, and occasional trips to visit family or for a vacation.

Darren Schmall



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Darren Schmall, farmer, successful entrepreneur, speaker and community leader has over a dozen years experience in raising public awareness of agriculture and its vital role in our society.

Darren's multifaceted agribusiness background has expanded over the past decade. Farming, custom applications and agri-education were the focus of his operations for several years until he created and trademarked the *Pizza Farm*.

This truly unique concept was originally opened as a community service project with its main focus on educating children about the importance of agriculture and how it affects everyone - now and in the future. Over 100,000 visitors have toured Darren's Pizza Farm since its opening in 1993. What started as "*a hobby that got out of hand*" has become the most innovative and well recognized agri-education / agri-tainment programs in the nation today. Darren's passion for agriculture comes through loud and clear with his "out-of-the-box" approach to increasing farm profits. Whether it's a Pizza Farm, a cornfield maze or even a pumpkin patch, Darren's specialty is changing farm products into farm experiences.

A graduate of California State University of Fresno and the prestigious California Ag Leadership Program - Class XXV, Darren has put his background and education to good use, developing many important community education programs, agricultural festivals and numerous teacher workshops and seminars.

Darren has spoken about agri-education, agri-tourism and agri-tainment to many businesses, conventions, chambers and service clubs over the past 10 years. His unique keynote on "*Kids, Cows, Crops and Cash*" is in great demand and with honors like the American Farm Bureau's national award for most creative, innovative and practical idea of 2000, the Agricultural Education Foundation's Educational Award for 2001 and the California Environmental Protection Agency IPM Innovators Award for 2001 and with his service as an advisor to the Board of Directors of the North American Farmer's Direct Marketing Association (NAFDMA), his 2004 speaking schedule is filling rapidly. Darren's enthusiasm and humor delivers a personal message with great confidence and charisma. In other words, Darren, "*The Pizza Farmer*" delivers!

Jerri Lynn Sims



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Jerri Lynn Sims is an Area Specialist – Farm Management with the University of Tennessee. Her office is in Montgomery County and her territory includes 9 counties in upper middle Tennessee. She has been employed for 3 years in this capacity. Previously she worked as a cattle buyer for Laura's Lean Beef Company in Lexington, KY.

Her B.S. in Agriculture and Master of Business Administration both were received from The University of Tennessee at Martin.

Jerri Lynn has served on the Agritourism Steering Committee and attended the North American Farmers Direct Marketing Association national meetings in Sacramento, California and Boston, Massachusetts. She assisted farmers with evaluating enterprise budgets and selecting crops for their tourism ventures.

John Toman



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Dr. John Toman is the Director of Information Technology for the University of Tennessee, Institute of Agriculture. John relocated from Connecticut in July 2000 where he served as an In-Residence Faculty member and as Coordinator of the University of Connecticut Educational Microcomputer Lab. He spent twelve years in the active Air Force where he held positions as the Chief of Advanced Educational Technology for the Air Command and Staff College, an Assistant Professor of Aerospace Studies, and as a Satellite Operations Officer. John continues to serve his country as a Lieutenant Colonel in the Air Force Reserve where he works with the Air Command and Staff College Distance Learning Program. John has earned a PhD from the University of Connecticut in Educational Technology. His research interest includes in how people use technology to think and learn with a particular emphasis in using hypertext to solve problems.

Mary Vollmer



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Mary and her husband, Russ, run the fall pumpkin operation at The Vollmer Farm in Bunn, NC. The farm is also open for strawberries in the spring. Russ' parents, John and Betty, operate the spring operation.

During pumpkin season, the Vollmer's run a roadside farm market which includes pumpkins, value-added products, a gift market and a small café. They also operate the Back Forty, which is a forty acre family entertainment area. They are open to the general public on weekends during late September and October and host school children on educational tours during the week.

The Back Forty is an admission area of the farm includes hayrides, playgrounds, animals, a small corn maze, 40' underground slide, puppet shows, strolling characters and a pumpkin slingshot. Mary is employed part-time by the operation; Russ is a part-time volunteer with a full-time job, off the farm. They have 3 children ages 13, 11 and 9 who represent the seventh generation on this family farm.

Ramay Winchester



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As an Economic Development Specialist, Ramay is responsible for special projects, such as retail development, downtown revitalization, TN. Main Street program, and customer service training and retiree recruitment as relates to the Tennessee Three Star Program.

Prior to starting work for ECD in July 2004, she worked as Regional Marketing and Public Relations Manager for the Tennessee Department of Tourist Development. Prior to this appointment in January 1998, she was the Assistant Executive Director of the Paris-Henry County Chamber of Commerce for seven years.

Ramay attended the University of Tennessee at Knoxville and is a graduate of the Institute for Organizational Management in Norman, OK. She is also a member of the first class of the Certified Tennessee Tourism Professionals and completed a 3 year certification program with the Southeast Tourism Society's Marketing College. She is a member of Board of Trustees for WestStar Leadership Program and was a graduate of the Class of 1992. Ramay serves on the Board of Directors for the Tennessee Association of Community Leadership and the U.S. Forest Service Advisory Board for The Land between the Lakes.

She has been married to Bobby Winchester for 31 years. The couple has two sons, Woody and Doug. Woody and his wife and son, Eli live in Murray, KY, and Doug and his wife and daughter live at Ft. Carson, CO where Doug is getting ready for his second tour of duty in Iraq in November.

Amanda Ziehl



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Amanda joined the Center for Profitable Agriculture in October 2004, as an Extension Specialist. She works in the area of market development assisting farmers and agri-entrepreneurs analyze and evaluate opportunities for value-added agricultural products. She provides leadership in the Center on market and product development activities, niche marketing, direct marketing and on-farm retailing. Amanda will also provide leadership to value-added livestock marketing efforts and many of the Center's grant-funded initiatives.

Amanda is a native of Casper, Wyoming and grew up as an active member of 4-H and FFA. Amanda has a M.S. degree in Agricultural and Resource Economics and a B.S. degree in Agricultural Business and Animal Science from Colorado State University.

Concurrent Session I

- A. *Good to Go, Getting to Yes with Agritourism*
--Eric Barrett, Ohio State University
Extension Educator and Agritourism
Enterprise Operator
- B. *Making Your Web Site Work for You*
--John Toman, UT Institute of Agriculture,
Director of Information Technology
- C. *Cultivate Revenue through Excellent
Customer Service*
--Ramay Winchester, Tennessee Department
of Economic and Community Development

Concurrent Session II

- A. *Making Teachers Love Your Farm*
--Eric Barrett, Ohio State University
Extension Educator and Agritourism
Enterprise Operator

- B. *Evaluating Your Resources: A Snapshot of
Your Potential*
--Alan Galloway, UT Extension

- C. *Unwritten Rules for Success: Integrating
Entrepreneurship and Business Planning in
Agritourism Enterprise Management*
--Rob Holland and Amanda Ziehl, UT Center
for Profitable Agriculture

Concurrent Session III

- A. *Marketing for the Marketing Impaired*
--Charlie Hall, UT Extension

- B. *The Realities of Agritourism*
--Jerri Lynn Sims, UT Extension
--Cathy and Mike Bradley, Bradley Farms
--Judy and Joe Clayton, Country Cove
Christmas Tree Farm
--Vera Ann Myers, Myers Pumpkin Patch and
Corn Maze

- C. *Safety and Health: Regulations and
Experiences of Agritourism Operators*
--Timothy G. Prather, UT Extension

Concurrent Session IV

- A. *Creating Strategic Alliances that Pay! Do you have what a potential sponsor wants?*
--Darren Schmall, Pizza Farm Agritainment Company and Barbara Tanimoto-Schmall, American Heart Association

- B. *Financing Your Enterprise: The Secrets to Grants and Loans*
--Amanda Ziehl, UT Center for Profitable Agriculture

- C. *Pumpkins & Print, Tomatoes & TV*
--Patricia McDaniels, Doug Edlund and Chuck Denney, UT Institute of Agriculture, Department of Marketing and Communications Services

Wednesday Morning General Session

*The Tennessee Tourism News Bureau: An
Agritourism Marketing Tool*

--Keith Britt and Phyllis Qualls-Brooks, TN
Department of Tourist Development

Update on Tennessee Liability Laws

--Patricia Clark, TN Department of Agriculture

An Agritourism Success Story: Vollmer Farm

--Mary Vollmer, Vollmer Farms, North Carolina