

Agenda for Sunday, January 25

11:30 am to 1:00 pm	Registration Open	Meeting Room 2
1:00 pm	Pre-Conference Tours Depart	Meeting Room 2
4:00 pm to 6:00 pm	Trade Show Set-up	Meeting Rooms 4 & 5
4 pm to 6:00 pm	Registration Open	Meeting Room 2
6:30 pm	Pre-Conference Tours Return	

Agenda for Monday, January 26

8:00 am	Registration Open	Meeting Room 2
8:00 am	Trade Show Open Submit items for <i>Agritourism in Action: Show Your Stuff Exhibit</i> Facilitators: Amy Ladd, Center for Profitable Agriculture & Jerri Lynn Sims, UT Extension	Meeting Rooms 4 & 5
9:00 am	Opening General Session Sponsored by Tennessee Farm Fresh & the Center for Profitable Agriculture <i>Welcome and Announcements</i> Moderator: Megan Bruch, Center for Profitable Agriculture <i>Agritourism in Action</i> ♦ Susie Boyd, Boyd Orchards, Versailles, KY	Banquet Halls E & F
10:20 am	Break & Refreshments in Trade Show Sponsored by USDA Rural Development & Farm Bureau	Meeting Rooms 4 & 5
10:40 am	Concurrent Session I (Choose 1 of 2)	
	<i>A. (Beginner) Evaluating Your Resources: A Snapshot of Your Potential</i> ♦ Alan Galloway, University of Tennessee Facilitator: Jerri Lynn Sims, UT Extension	Meeting Room 3
	<i>B. (Advanced) Mysteries of the Motor Coach Market Revealed</i> ♦ Ed Tonahill, All Aboard USA ♦ Cecil Morgan, C & A Charters ♦ Gerald & Dalphna Kukendall, Royal Charter & Tour, Inc. Moderator: Dan Strasser, Tennessee Department of Agriculture Facilitators: Alice Rhea & Laura Howard, UT Extension	Banquet Halls E & F
11:40 pm	Networking Lunch	Banquet Halls H & I

1:00 pm	Concurrent Session II (Choose 1 of 2)	
	A. <i>(Beginner Track) Safety Matters</i> <ul style="list-style-type: none"> ◆ Tim Prather, University of Tennessee Facilitator: Amy Ladd, Center for Profitable Agriculture	Meeting Room 3
	B. <i>(Advanced Track) Who Needs Records Anyway?</i> <ul style="list-style-type: none"> ◆ Alice Rhea and Laura Howard, University of Tennessee Facilitators: Jerri Lynn Sims & Alan Galloway, UT Extension	Banquet Halls E & F
2:00 pm	Break and Refreshments in Trade Show Sponsored by USDA Rural Development and Farm Bureau	Meeting Rooms 4 & 5
2:20 pm	General Session <i>The Ins and Outs of On-Farm Food Service</i> <ul style="list-style-type: none"> ◆ Lori LeMaster, Tennessee Department of Health ◆ Jerri Lynn Sims, University of Tennessee Moderator: Pamela Bartholomew, Tennessee Department of Agriculture Facilitators: Amy Ladd, Center for Profitable Agriculture and Laura Howard, UT Extension	Banquet Halls E & F
3:45 pm	Tennessee Agritourism Association Meeting	Banquet Halls E & F
6:30 pm	Trade Show Closes for Monday Awards Banquet and Entertainment Sponsored by the Tennessee Department of Tourist Development	Banquet Halls H & I

Agenda for Tuesday, January 27

7:30 am	Breakfast	Banquet Halls H & I
8:00 am	Trade Show Open	Meeting Rooms 4 & 5
8:30 am	General Session <i>Increasing Sales & Profits as a Destination Business</i> ♦ Jon Schallert, The Schallert Group Moderator: Pamela Bartholomew, Tennessee Department of Agriculture	Banquet Halls E & F
10:00 am	Short Break and Refreshments in Trade Show Sponsored by USDA Rural Development & Farm Bureau	Meeting Rooms 4 & 5
10:15 am	General Session Continued	Banquet Halls E & F
11:45 am	Networking Lunch	Banquet Halls H & I
12:45 pm	General Session <i>Marketing Roundtable</i> ♦ Jon Schallert, The Schallert Group Moderator: Pamela Bartholomew, Tennessee Department of Agriculture Facilitators: Jerri Lynn Sims & Laura Howard, UT Extension Session Sponsored by the Tennessee Department of Economic & Community Development	Banquet Halls E & F
1:45 pm	Break & Refreshments in Trade Show Sponsored by USDA Rural Development & Farm Bureau	Meeting Rooms 4 & 5
2:15 pm	Trade Show Closes Closing General Session <i>Liability Legislation and Insurance</i> ♦ Shannon Mirus, National Agricultural Law Center ♦ Tom Brown, Tennessee Farmers Insurance Company <i>Lessons Learned from the Agritourism in Action Bus Tour</i> ♦ Megan Bruch, Center for Profitable Agriculture Moderator: Megan Bruch Facilitators: Amy Ladd, Center for Profitable Agriculture & Alan Galloway, UT Extension Closing Comments & Collection of Evaluation Forms	Banquet Halls E & F
4:00 pm	Adjourn	