

Speaker Information

General Session Speakers

Agritourism in Action

Susie Boyd

Boyd Orchards

1396 Pinckard Pike, Versailles, KY 40383

(859) 873-3097, boydorchards@hotmail.com, www.boydorchards.com

Susie Boyd, co-owner of Boyd Orchards, grew up in a northern suburb of Chicago. In 1970 she attended Colorado Womens' College, 1971 attended the University of Vienna in Austria, 1972 attended Colorado State University and graduated in 1974 from Colorado Women's College. Susie was a world traveler during her 20's and lived in Mexico, Honduras and Australia. Susie met her future husband on an airplane in 1989. After they married, Susie moved to southern Illinois where Terry was a fifth generation fruit grower. She became a working partner in their wholesale business, which distributed apples and peaches throughout 28 states. In 1995, Susie helped to bring agritourism to the operation and the area. After completing their 2003 season, they moved the business to Versailles, Kentucky. In the spring of 2004, Boyd Orchards opened for business in Woodford County, and since then have enjoyed rapid growth and recognition throughout the region. Susie and her husband have 14 year old twins, Ali and Hunter.

The Ins and Outs of On-Farm Food Service

Lori LeMaster

Environmental Health Program Manager

Tennessee Department of Health, General Environmental Health

425 5th Avenue North, 3rd Floor, Nashville, TN 37247

(615) 741-8531, Lori.LeMaster@state.tn.us

Lori is currently the Environmental Health Program Manager for the Tennessee Department of Health. She is responsible for training and internal quality control program within the Division of General Environmental Health. She began working for the state in 1993 as an environmental specialist in northern middle Tennessee and stayed in that position until 2000. Lori has a B.S. in Biology from Austin Peay State University.

Jerri Lynn Sims

Area Specialist - Farm Management, UT Extension

1030 Cumberland Heights Rd Suite A, Clarksville, TN 37040

(931)648-5725, jsims4@utk.edu

Jerri Lynn Sims has been an Area Specialist – Farm Management with the University of Tennessee for six years. Her territory includes nine counties in upper middle Tennessee. She has a B.S. in Agriculture and Master of Business Administration both were received from The University of Tennessee at Martin.

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

Increasing Sales & Profits as a Destination Business and Marketing Roundtable

Jon Schallert

The Schallert Group

2117 Emerald Drive, Suite 100, Longmont, CO 80504

(303) 774-6522, info@jonschallert.com, www.JonSchallert.com

Jon Schallert is the only marketing consultant teaching businesses and communities how to reinvent themselves into consumer destinations. As President of The Schallert Group, Jon speaks to thousands annually on his “Destination Business” principles, which he developed after more than twenty four years of on-site consultations with small business owners. Prior to starting his company, Jon spent ten years with greeting card giant Hallmark Cards, where his original marketing strategies were publicized throughout the company as “the Schallert Method”.

When Jon is not speaking around the country, he conducts his 2½ day Destination Business BootCamps in Colorado, where business owners learn Jon’s 14-step strategy to turn their businesses into consumer destinations. Jon also writes a monthly newsletter, individually consults with business owners, and now conducts online trainings at Destination University.com.

Jon’s insight is frequently seen in national publications, such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine. He is the only consultant in the world to receive the “Top Motivator” Marketing Award.

Evaluating Your Resources: A Snapshot of Your Potential

Alan Galloway

Agritourism Entrepreneur
Area Specialist, Farm Management, UT Extension
900 S. Walnut Avenue, Cookeville, TN 38501
(931) 526-4561, abgalloway@utk.edu

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 22 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.

Safety and Health: Regulations and Experiences of Agritourism Operators

Timothy Prather

Safety Specialist, University of Tennessee Extension
106 Biosystems Engineering and Environmental Sciences
2506 E J Chapman Drive , Knoxville, TN 37996-4531
(865) 974-7237, tprather@utk.edu

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.

Mysteries of the Motor Coach Market Revealed

Gerald and Dalphna Kuykendall

Royal Charter and Tour, Inc.
P.O. Box 2423, Cleveland, TN 37320
(423) 479-5473, rct2@charter.net

Royal Charter and Tour, Inc is owned and operated by Gerald and Dalphna Kuykendall. Royal Charter has been in business 12 years and is located in Cleveland, TN. The Kuykendall's own three MCI motor coaches, (touring coaches). They provide transportation for groups..school, churches, business, seniors adult groups, special charters and customized tours. They also work closely with senior adult groups planning great fun filled day and longer stay vacation destinations for a very reasonable cost. Their vacation destinations this year are a seven-day Alaska Cruise and nine-day San Antonio, TX trip.

Cecil Morgan d/b/a

C and A Charters
2846 Harrison Pike, SW, Cleveland, TN 37311
(423) 472-0396, candacharters1@bellsouth.net

Cecil and his wife of 42 years, Anna, founded C & A Charters in November 1998. Cecil is President of C & A Charters and serves on the Board of Directors for the Tennessee Motor Coach Association. He is also a member of the Cleveland/Bradley Chamber of Commerce in Cleveland, TN.

Cecil served in the Army from 1965 to 1967 and is a Vietnam Veteran. Cecil and Anna have two children and three grandchildren.

Ed Tonahill

All Aboard USA
2728 Kantasita Drive
Chattanooga, TN, 37343
(423) 499-9977, www.allaboardusa.net, ed@allaboardusa.net

Ed Tonahill is currently the Vice President of Operations for All Aboard USA located in Chattanooga, TN. Ed also worked at Coach America as a tour planner, sales agent and driver for nine years. Prior to work in the travel industry, he spent 30 years teaching Earth science as serving as an elementary assistant principal with Memphis City Schools.

Ed has been married to his wife, Jamie, for 40 years. They have three grown children. Ed has a B.S. in Biology from Lambuth University and a M.Ed. from the University of Memphis in Earth Science and Curriculum.

Who Needs Records Anyway?

Laura Howard

Area Specialist- Farm Management
UT Extension
200 East Race Street, Suite 19, PO Box 130, Kingston, TN 37763
(865)376-5558, Lhoward3@utk.edu

Alice Rhea

Area Specialist-Farm Management
UT Extension
219 Court Street, Maryville, TN 37804
(865)982-6430, arhea@tennessee.edu

Laura Howard and Alice Rhea work with The University of Tennessee Extension as Area Farm Management Specialists providing service to agricultural producers and rural business owners in East and Central Tennessee. They work with farm families and rural business owners to accurately assess their current financial status, identify and evaluate alternatives available to the business, develop appropriate strategies to improve their financial future, and determine business goals and opportunities for achieving them. Alternative educational programs include instruction on computerized recordkeeping programs for financial as well as production data.

Mrs. Howard is a native of Cocke County, Tennessee where she grew up in the beef cattle business. Laura holds a Bachelor of Science degree in Agriculture with a concentration in Agribusiness Management from Tennessee Tech University and a Master of Science degree in Agricultural Economics from the University of Tennessee.

Mrs. Rhea is a native of Grainger County, Tennessee where she grew up on a beef cattle and tobacco farm. Alice holds a Bachelor of Science degree in Plant & Soil Science and a Master of Science degree in Agricultural Economics from the University of Tennessee.

Liability Legislation and Insurance

Shannon Mirus

Staff Attorney

National Agricultural Law Center

1 University of Arkansas, Fayetteville, AR 72701

479-575-2364, smirus@uark.edu, www.NationalAgLawCenter.org

Shannon Mirus, J.D., grew up in northeast Arkansas among fields of rice and soybeans. She has focused her studies in agriculture and law with a Bachelor of Science degree in Agricultural Business and a Juris Doctor from the University of Arkansas, and has completed graduate coursework for an advanced law degree in agricultural law. As a Staff Attorney at the National Agricultural Law Center, Shannon coordinates legal education outreach efforts through the Cooperative Extension Service, including a new eXtension Community of Practice for Agricultural Law. She has been involved with Arkansas Women in Agriculture, Inc. since its creation and currently serves on the Board of Directors. Shannon's primary research areas include agritourism, landowner liability, risk management and renewable fuels. She is licensed to practice law in Arkansas.

Tom Brown

Holiday Acres Farm

346 Cambellsville Pike, Ethridge, TN 38456

(931) 829-2660, tbrown@tbf.com

A native of Jackson County, Tennessee, Tom received his Bachelor's degree in Agri-Business from the University of Tennessee in Knoxville. While on campus, he was active in many student organizations and served as president of the Alpha Gamma Rho fraternity. After graduating in 1984, he entered the management training program with Southern States Cooperative in Kentucky and advanced to store manager of the Goldsboro, North Carolina facility. In 1987, he purchased the Sears Catalog Store in Gainesboro, TN, which he operated until 1991. After selling this business, Tom had a very busy year in which he got married, moved to Mt. Pleasant, TN, and began his career with Tennessee Farmers Mutual as an independent insurance agent in Columbia, TN. In 1998, he was given the opportunity to transfer to the Home Office in Columbia where he works as a Property Underwriter. He and his wife Debbie have two boys and operate Holiday Acres Farm, an agritourism operation located in Ethridge, TN.

Concurrent Session Speakers