

Tentative Agenda

Sunday, January 25		
TBD	<i>Pre-Conference Tours</i>	

Monday, January 26		
8:00 am	Registration Open	
8:00 am	Trade Show Open <i>Submit items for Agritourism in Action: Show Your Stuff Exhibit</i> Facilitators: TBD	
9:00 am	Opening General Session <i>Welcome and Announcements</i> Moderator: TBD <i>Agritourism in Action</i> ♦ Susie Boyd, Boyd Orchards, Versailles, KY	
10:20 am	Break	
10:40 am	Concurrent Session I (Choose 1 of 2)	
	<i>A. (Beginner Track) Evaluating Your Resources: A Snapshot of Your Potential</i> ♦ Alan Galloway, University of Tennessee Facilitators: TBD	
	<i>B. (Advanced Track) Mysteries of the Motor Coach Market Revealed</i> ♦ Ed Tonahill, All Aboard USA; Cecil Morgan, C&A Charters; Gerald and Dalphna Kuykendall, Royal Charter and Tour (Representatives of the Tennessee Motor Coach Association) Moderator: TBD Facilitator: TBD	
11:40 pm	Lunch	
1:00 pm	Concurrent Session II (Choose 1 of 2)	
	<i>A. (Beginner Track) Safety and Health: Regulations and Experiences of Agritourism Operators</i> ♦ Tim Prather, University of Tennessee	

	Facilitators: TBD	
	B. <i>(Advanced Track) Who Needs Records Anyway</i> <ul style="list-style-type: none"> ◆ Alice Rhea and Laura Howard, University of Tennessee Moderator: TBD	
2:00 pm	Break	
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: TBD Facilitators: TBD	
3:45 pm	Tennessee Agritourism Association Meeting	
6:30 pm	Trade Show Closes for Monday Dinner and Entertainment	

Tuesday, January 27		
7:30 am	Breakfast	
8:00 am	Registration Continues Trade Show Open	
8:30 am	General Session <i>Increasing Sales & Profits as a Destination Business</i> <ul style="list-style-type: none"> ◆ Jon Schallert, The Schallert Group Moderator: Pamela Bartholomew, Tennessee Department of Agriculture	
10:00 am	Short Break	
10:15 am	General Session Continued <i>Increasing Sales & Profits as a Destination Business</i> <ul style="list-style-type: none"> ◆ Jon Schallert, The Schallert Group Moderator: Pamela Bartholomew, Tennessee Department of Agriculture	

11:45 am	Lunch	
12:45 pm	<p>General Session Continued</p> <p><i>Marketing Roundtable</i></p> <ul style="list-style-type: none"> ◆ Jon Schallert, The Schallert Group <p>Moderator: Pamela Bartholomew, Tennessee Department of Agriculture</p>	
1:45 pm	Break	
2:15 pm	<p>Trade Show Closes</p> <p>Closing General Session</p> <p>Moderator: Megan Bruch, Center for Profitable Agriculture</p> <p><i>Liability Legislation and Insurance</i></p> <ul style="list-style-type: none"> ◆ Shannon Mirus, National Agricultural Law Center ◆ Tom Brown, Tennessee Farmers Insurance Company <p><i>Lessons Learned from the Agritourism in Action Educational Bus Tour</i></p>	
4:00 pm	<p>Closing Comments and Collection of Evaluation Forms</p> <p>Adjourn</p>	