Agenda for "Growing Agritourism" Workshop, Wednesday Jan. 19, 2011
San Joaquin Valley & Foothills region

UCCE Merced County, 2145 Wardrobe Ave, Merced CA 95341

Moderator/Master of ceremonies: Maxwell Norton, UCCE Merced & Mariposa

Morning Session

8:30-9:00 **Registration/Continental Breakfast**

9:00-9:15 **Welcome/ Overview** - Hubert (Hub) Walsh, Merced County Supervisor
-Penny Leff, UC Small Farm Program

9:15-9:30 **Demand for agritourism** - Karen Baker, City of Merced Visitors Services & California Visitor Center, Merced

9:30-10:30 **Successes in Agritourism – Working through the challenges**
Panel moderator: - Jean Okuye, Valley Land Alliance, Merced Co. F.B.
Operator panel: -Cindy Lashbrook, Riverdance Farms, Merced
-Bob McKellar, Seven Sycamores Ranch, Fresno
-Kris Casto, Mariposa Agri-nature Trail

10:30 -10:45 **Break**

10:45 -11:30 **Making the connections – Adding agritourism to the visitor's itinerary**
Panel moderator: - Rhonda Lowe, Los Banos Visitors Bureau
Marketing panel: - Jonelle Tannahill, California Travel & Tourism Commission
- Richard Molinar, UCCE, Fresno County Fruit Trail
-Mandy Vance – Sierra Nevada Conservancy

11:30 -12:15 **Starting is the hardest part – Supporting new agritourism operators**
- Robyn Smith, Yosemite/Sequoia RC&D
- Maxwell Norton, UCCE Merced & Mariposa

12:15-1:00 **Lunch & networking time**

Afternoon Session

1:00-1:20 **Websites and social media** - AnnaMaria Riedinger, Local Choices

1:20-2:20 **Planning, permitting and changing agritourism regulations**
Panel moderator: - Penny Leff, UC Small Farm Program
Planning panel: - Sean Kriletich, UCCE – Calaveras County agritourism
-Cindy Fake, UCCE – Placer & Nevada County experiences
-Karen Robb - Mariposa agritourism amendments process

2:20 -2:30 **Break**

2:30-3:30 **Small group discussions on selected topics – Two 30 minute rounds**
(see next page for details and group discussion topics)

3:30-4:00 **Report back from small groups, Q&A**
4:00-4:15 **Wrap–up/ Evaluation**

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