



Imagine a place where in two days you can learn what could take years of trial and error. There is a world of knowledge at your fingertips at the **2009 Missouri Agritourism Conference**. Explore everything from running school tours, retail shops, safety regulations, direct marketing, taxes and much more!

This is the perfect place for you—whether you are just starting out or have been in the business for years.



There is something here for everyone. The future looks bright for **Missouri Agritourism**, come find out how your light can truly shine!

"The future of agritourism does indeed look bright. This conference covers so many aspects of building our agritourism business, and it's exciting to have MDA to be so supportive."

Art and Vera Gelder
Walk-About Acres
Columbia, MO

It is so exciting to have our very own Agritourism Conference here in Missouri. Nothing beats listening and talking to your peers and hearing what works for them and what doesn't! Most of the time it's the little things that make a difference in our operation. We're looking forward to seeing everyone at the Lake of the Ozarks in January.

Buddy and Carolyn Raasch
Carolyn's Country Cousins Pumpkin Patch
Liberty Corn Maze
Liberty, MO

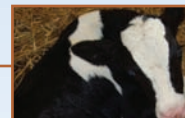
In two days, you can learn the ins and outs without the pain of experience in getting started in your business. Learn if the field of agritourism is what you really want to do or just learn more about this increasingly important topic for our economy.

Richard D. Proffer
Business Development Specialist
University of Missouri Extension
Cape Girardeau, MO

- Business Planning
- How to Conduct School Tours
 - Running a Retail Shop
 - Romancing the Media
- Cover Yourself-Liability Insurance
 - How to Brand Yourself
 - Kids Safety on the Farm
 - Selling Food on the Farm
- Signage in Missouri: MoDOT Rules
 - Lodging for Tourists
- Discovering the Salesman in You
- Partnering with Your Community
 - Sales Tax Considerations
- The Importance of Customer Service



Call today
573-751-4339
for registration
January 16-17, 2009
Missouri



Agritourism Conference
The Lodge of Four Seasons
PO Box 215 Horseshoe Bend Pkwy.
Lake Ozark, MO 65049

Thanks to the Missouri Farmers' Market Association for being a sponsor of the conference.

the
future looks
Bright



AGRIMISSOURI

2009 Missouri Agritourism Conference

January 16-17, 2009
Lodge of the Four Seasons



2009 Missouri Agritourism Conference "The Future Looks Bright"

Day 1 Friday, January 16

- 8:30-9:30am Registration**
Convention Lobby
- 9:30-10:15am Opening General Session**
Welcoming Address
"Missouri Agritourism:
The Future Looks Bright"
Trade Show exhibits must be in place.
- 10:15-10:45am Trade Show Break**
- 10:45-11:45am Breakout Session 1**
Track 1
"Identify Your Potential
and Business Planning"
Track 2
"USDA Animal Guidelines
for Agritourism Operations"
Track 3
"Building/Retaining Your
Agritourism Cliental"
- 12:00-1:15pm Lunch and Conference**
Keynote Speaker
"Providing the Culinary Experience"
- 1:15-1:30pm Trade Show Break**
- 1:30-2:15pm Breakout Session 2**
Track 1
"How to Conduct School Tours
on Your Farm"
Track 2
"Running a Retail Shop on Your Farm"
Track 3
"Romancing the Media"
- 2:15-3:30pm Roundtable Discussion**
"Cover Yourself: Liability Insurance for
Your Agritourism Operation"
- 3:30-3:45 pm Trade Show Break**

- 3:45-4:30pm General Session**
"Bragging Rights: Successful Missouri
Agritourism Operations"
- 4:30-5:00pm Break**
- 5:00-6:00pm Experience Missouri's Wine Country**
Cocktail Reception
- 6:00-8:30pm Dinner**
"Marketing Innovations"

Day 2 Saturday, January 17

- 6:30-8:00am Breakfast**
- 8:00-8:45am Morning General Session**
"How to Use Social and Online
Media to Brand Yourself"
- 8:45-9:30am Breakout Session 3**
Track 1
"Kids Safety on the Farm"
Track 2
"Adding Haunted Attractions:
The Pros & Cons"
Track 3
"Food Safety: Selling Food at the Farm"
- 9:30-10:00am Trade Show Break**
Missouri Farmers' Market Association
(MFMA)
Registration
- 10:00-10:45am Breakout Session 4**
Track 1
"Signage in Missouri: MoDOT Rules"
Track 2
"What Your Numbers Say:
Accounting That Pays"
MFMA Breakout Session
"Discovering the Salesman in You"
- 10:45-11:45am Missouri Farmers' Market Annual**
Business Meeting

- 10:45-11:30am Breakout Session 5**
Track 1
"Partnering with Your Community"
Track 2
"Sales Tax Considerations"
Track 3
"Goodnight, Sleep Tight:
Lodging for Tourists"
- 11:45-12:45pm Closing Lunch with Speaker**
"The Importance of Customer Service
and Salesmanship"
- 12:45-1:15pm Trade Show Break**
Trade Show exhibits tear down after 1:15 pm.
- 1:15-2:00pm General Session**
"What Flew and What Flopped"
MFMA Breakout Session
"Growing Heirloom Tomatoes:
Extending the Season"
- 2:00-2:45pm Breakout Session 6**
Track 1
"Marketing for the Marketing Impaired"
Track 2
"Advanced Marketing: Branding Yourself"
- 2:45-3:00pm Break**
- 3:00-3:45pm Breakout Session 7**
Track 1
"Pumpkin Patches and Corn Mazes"
Track 2
"Maintaining the Competitive Advantage"
MFMA Round Table Discussion
"What Flew, What Flopped:
Farmers' Market Success Stories"
- 4:00-5:00pm MFMA Annual Board Meeting**

Registration

Business Name _____
 Name _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____
 E-mail _____

Cost: 2-days (full registration) = \$100
 1-day only Fri. 1/16 Sat. 1/17 = \$75
 (please choose which day)

Total: = _____

Deadline: January 5, 2009
 (All fees will increase \$25 after the 5th)

Lodging: Special room rates available = \$69
 (Lodge of the Four Seasons promotional code:
[Agritourism January 2009 Conference](#)
 (Must be reserved before Dec. 15th, 2008
 for special rate.) 1-888-265-5500

Check payable to: MO Department of Agriculture

Payment Method: Visa MC Discover

Credit Card #: _____

Expiration Date: _____

Name on card: _____

Security Code: _____

Signature: _____



Please mail to:
 Agritourism Conference
 PO Box 630
 Jefferson City, MO 65102
 or fax to 573-526-9573