Lickinghole Creek Craft Brewery – www.lickingholecreek.com/
Sean-Thomas Pompey, host
Hops, barley, rosemary, hay, and pumpkin farming and a farm brewery

Shalom Farms – http://shalomfarms.org/
Dominic Barrett, host
Regional food access and community development project started in 2008 by United Methodist Urban Ministries of Richmond

Tour 3: Travel by vans

Lonesome Dove Equestrian Center – http://ldequestrian.com/
Clint Arrington, host
Therapeutic riding for veterans and special events to get people used to being around horses

Boxed lunch: The County Seat

Skippers Creek Vineyard – http://skipperscreekvineyard.com/
Debbie and Charles Zacharias, hosts
Wines from viniferous grapes and special events

Boulevard Flower Gardens – www.boulevardflowergardens.com/
Mark Landa, host
Value-added products from a different perspective; celebrates the transition from roadside stand to a retail center

9:30 a.m. Depart on tours. Boxed lunch provided.

4 p.m. Return to hotel

Dinner on your own

Post your conference pictures and news at https://www.facebook.com/events/223413258126488/, #VCE, #VAAgritourism, and #VAExtension

Thursday, April 20, 2017

7:15 a.m. Conference buffet breakfast ................................................................. Capital F

7:45 a.m. Understanding the Economic Impact of Agritourism in Virginia ................................ Capital F
The Honorable Basil Gooden, Virginia Secretary of Agriculture and Forestry
Vincent Magnini, Associate Professor, Hospitality and Tourism Management, Virginia Tech

9:30 a.m. Building the Agritourism Business
Jon Schallert, The Schallert Group
Sponsored by the Virginia State University Small Farm Outreach Program

12:30 p.m. Adjourn
**Conference Program**

**Tuesday, April 18, 11 a.m.-6 p.m.**  
**Wednesday, April 19, 7:45 a.m.-4 p.m.**  
**Thursday, April 20, 7:15 a.m.-12:30 p.m.**

**Hilton Richmond Hotel & Spa/Short Pump**  
12042 West Broad St., Richmond, VA 23233

**Tuesday, April 18, 2017**

11:00 a.m. Conference Welcome ................................................................. Capital E

11:15 a.m.-12:15 p.m. Concurrent sessions

<table>
<thead>
<tr>
<th>AB</th>
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<tbody>
<tr>
<td>Crafting a Social Media Strategy That Works!</td>
<td>Major Event Planning and Management</td>
<td>Navigating Agritourism Through Local Government</td>
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</tbody>
</table>
| Dave Neudeck  
Virginia Tourism Corporation | Ellen Goldberg  
Briar Patch Bed & Breakfast Inn | Kellie Hinkle  
Loudoun County |
| Moderated by Sandra Tanner, Virginia Tourism Corporation | Lynn Graves  
Graves Mountain Farm | Amanda Glover  
Augusta County |
| | Moderated by Heather Wheeler, Virginia Department of Agriculture & Consumer Services | Moderated by Andy Sorrell, Virginia Department of Agriculture & Consumer Services |

12:30 p.m. Networking luncheon ...................................................................... Capital FG

Greetings from exhibitors

1:30-2:30 p.m. Concurrent sessions

<table>
<thead>
<tr>
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| Maggy Gregory  
Daniel, Medlay & Kirby PC | Kerry Scott  
MAS Labor | Laurette Tucker  
USDA Rural Development |
| Moderated by Livvy Preisser, Virginia Cooperative Extension | | Stephen Versen  
Virginia Department of Agriculture & Consumer Services |
| | | Chris Cook  
Virginia FAIRS |
| | | Clay Roberts  
Colonial Farm Credit |
| | | Moderated by Ashley Nauta, Virginia Cooperative Extension |

2:45-3:45 p.m. Concurrent sessions

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<tbody>
<tr>
<td>Virginia Tourism: Marketing Opportunities for Small Business</td>
<td>Dream to Reality: Planning the Future</td>
<td>Agritourism With a World View</td>
</tr>
</tbody>
</table>
| Caroline Logan  
Thad Smith  
Virginia Tourism Corporation | Chris Cook  
Virginia Farm Bureau | Cynthia Chiles  
Carter Mountain Orchard |
| Moderated by Sandra Tanner, Virginia Tourism Corporation | Jessica Hall  
Harmony Harvest Farm | Moderated by Laurette Tucker, USDA Rural Development |

Explore exhibits that will support your agritourism adventure!

4:45-6 p.m. Networking reception ..................................................................... Capital Pre-Function

Cash bar featuring Virginia wines and craft beers

Dinner on your own

**Wednesday, April 19, 2017**

7:45 a.m. Networking buffet breakfast .............................................................. Capital F

8:15 a.m. Open space: Participants identify topics and lead the discussion around the breakfast table ...... Capital F

9 a.m. Overview of farm tour schedules and tour hosts ................................. Capital F

Ashley Nauta, Virginia Cooperative Extension

Tour 1: Travel by bus

- Hanover Vegetable Farm – www.hanovervegetablefarm.com/  
  Jeff Sears, host  
  Farm market, special events, hayrides, pumpkin picking

- Boxed lunch: Homemades by Suzanne

- Ashland Berry Farm – www.ashlandberryfarm.com/  
  Ken Gustafson, host  
  Greenhouses, fall events and tours, Christmas trees

- James River Cellars Winery – www.jamesrivercellars.com/  
  Mitzi & James Batterson, hosts  
  Wine tasting and sales

Tour 2: Travel by bus

- Keenbell Farm – http://keenbellfarm.com/  
  Joe, Kathleen, C.J., Eddie, and Jonathan Isbell, hosts  
  Livestock, specialty grains, and a farm store

- Boxed lunch: Hickory Notch Grill