

- **Lickinghole Creek Craft Brewery** – [www.lickingholecreek.com/](http://www.lickingholecreek.com/)  
Sean-Thomas Pomphrey, 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/](http://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**

**2017**



**Virginia Agritourism Conference**

**Agritourism in Virginia's New Economy**

**Tuesday, April 18, 11 a.m. – 6 p.m.**

**Wednesday, April 19, farm tours, 7:45 a.m. – 4 p.m.**

**Thursday, April 20, 7:15 a.m. – 12:30 p.m.**

All sessions will be held at the  
Hilton Richmond Hotel & Spa/Short Pump  
12042 West Broad St., Richmond, VA 23233

**Hosted by**

- USDA Rural Development
- Virginia Agribusiness Council
- Virginia Association of Counties
- Virginia Cooperative Extension
- Virginia Department of Agriculture & Consumer Services
- Virginia FAIRS
- Virginia State University
- Virginia State University Small Farm Outreach Program
- Virginia Tech
- Virginia Tourism Corporation

**We are grateful to our conference sponsors**

- Virginia Department of Agriculture & Consumer Services
- Virginia FAIRS
- Virginia State University Small Farm Outreach Program
- Virginia Tourism Corporation



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VT/0417/CV-79





# Conference Program

Tuesday, April 18, 11 a.m.-6 p.m.

Wednesday, April 19, farm tours, 7:45 a.m.-4 p.m.

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*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

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

12:30 p.m. Networking luncheon .....Capital FG  
Greetings from exhibitors

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

AB	CD	E
<p><b>Legal Issues: A Checklist of Considerations for Agritourism Ventures</b></p> <p><b>Maggie Gregory</b> Daniel, Medley &amp; Kirby PC</p> <p>Moderated by Livvy Preisser, Virginia Cooperative Extension</p>	<p><b>H-2A and H-2B Guest Worker Programs</b></p> <p><b>Kerry Scott</b> MAS Labor</p> <p>Moderated by Leanne Harrow, Virginia Department of Agriculture &amp; Consumer Services</p>	<p><b>Financing Roundtable</b></p> <p><b>Laurette Tucker</b> USDA Rural Development</p> <p><b>Stephen Versen</b> Virginia Department of Agriculture &amp; Consumer Services</p> <p><b>Chris Cook</b> Virginia FAIRS</p> <p><b>Clay Roberts</b> Colonial Farm Credit</p> <p>Moderated by Ashley Nauta, Virginia Cooperative Extension</p>

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

AB	CD	E
<p><b>Virginia Tourism: Marketing Opportunities for Small Business</b></p> <p><b>Caroline Logan</b> <b>Thad Smith</b> Virginia Tourism Corporation</p> <p>Moderated by Sandra Tanner, Virginia Tourism Corporation</p>	<p><b>Dream to Reality: Planning the Future</b></p> <p><b>Chris Cook</b> Virginia Farm Bureau</p> <p><b>Jessica Hall</b> Harmony Harvest Farm</p> <p>Moderated by Michelle Mosely, Virginia State University</p>	<p><b>Agritourism With a World View</b></p> <p><b>Cynthia Chiles</b> Carter Mountain Orchard</p> <p>Moderated by Laurette Tucker, USDA Rural Development</p>

## 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/](http://www.hanovervegetablefarm.com/)  
Jeff Sears, host  
Farm market, special events, hayrides, pumpkin picking

- **Boxed lunch:** Homemades by Suzanne

- **Ashland Berry Farm** – [www.ashlandberryfarm.com/](http://www.ashlandberryfarm.com/)  
Ken Gustafson, host  
Greenhouses, fall events and tours, Christmas trees

- **James River Cellars Winery** – [www.jamesrivercellars.com/](http://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