



INNOVATIVE COMMUNITIES

Agritourism: It's More Than a Farm Tour

Thursday, August 26, 2010 - 10:00 a.m. – 4:00 p.m.

Southampton Agriculture & Forestry Museum (26135 Heritage Rd, Courtland, VA 23837)

**Special thanks to program partners:
Franklin Southampton Economic Development Inc.
Southampton Agriculture & Forestry Museum**

- 10:00 a.m. Welcome
- 10:05 a.m. **Defining Virginia's Agritourism/Agritainment** LeAnne Dubois
Virginia Department Agriculture and Consumer Services
- 10:40 a.m. **Developing the Idea and Managing the Liability**
Martha A. Walker, Ph.D., Virginia Cooperative Extension
Clay Francis, Virginia Farm Bureau
- 11:15 p.m. *Break*
- 11:30 a.m. **Marketing Strategies & Virginia's SOLs**..... Sandra Tanner
- 12:15 p.m. **Lunch . . . Sponsored by Hubs Peanuts**
- 1:00 p.m. **Electronic Marketing**..... Theresa Nartea
Virginia Cooperative Extension
- 1:45 p.m. **Customer Service: Over-the-Top Strategies** Martha Walker, Ph.D
Virginia Cooperative Extension
- 2:30 p.m. **Braggs & Blunders** Southampton Outfitters, Mark Pope (invited)
Bruce Phillips Farms (invited)
- 3:00 p.m. **Evaluation & Museum Tour by Linda Updike**

To Register:

- Contact Teisha Evans at the Southampton County Virginia Cooperative Extension office, by Friday, August 20, 2010, by calling 757.653.2572 or by email at tevans71@vt.edu.
- For more information on agritourism programs, please contact Dr. Martha A. Walker, Virginia Cooperative Extension by phone at 434-766-6761 or by e-mail at walker53@vt.edu.