



Growing Profits Through Agri-Tourism

November 19, 2009
10:00 am to 3:00 pm

Missouri Valley College
R. Wilson Brown Room

\$15 per person
*(Includes all materials and
Gourmet Pasta Bar lunch by Pfoodman)*

Keynote Presentation by:

Kelli Hepler 

Noted Specialist in Agri-Tourism Development

Kelli Hepler comes to the Old Trails Region from western Colorado where she used her strengths in marketing, art and tourism to reshape the marketing of western Colorado as a destination region. Tourism in that area has grown exponentially since her involvement 15 years ago. She was the first recipient of the *Advancing Colorado* Governor's Award for her Agri-Tourism initiatives. Kelli has been a featured speaker on tourism for state, regional and national audiences.

Kelli's work is heralded by federal agencies such as the Bureau of Land Management, USDA Forest Service, the National Park System and the National Scenic Byway network.

"Kelli's ability to communicate with growers and producers to build an Agri-Tourism experience here in western Colorado has been key to the success of our program."

Major Seminar Topics:



- Overview of Agri-Tourism and current trends
- Review of national and international Agri-Tourism models that can work for you
- Key lessons from Colorado's Western Slope - what worked and what didn't
- How to move the Old Trails Region forward
- Strategies for successful next steps

Who Needs to Attend - How They Will Benefit



Agricultural producers will see the big picture of regional agri-tourism and the pros and cons of value-added agriculture.

Tourism advocates will see how they can support and promote agri-tourism to Old Trails key markets and learn how to create a brand with regional attraction and romance.

City and county officials will see how agri-tourism can both support local economic development and local agricultural viability and vitality.

REGISTER by Friday, November 13
Saline County Extension Center

353 S. Lafayette, Marshall, MO 65340 • 660-886-6908
Registration not complete until check is received.