

San Joaquin County Agritourism Conference

November 12, 2008

Conference Agenda

Open to Attendees
from All Counties

Cost: \$40

Includes UC
Agritourism Manual,
Catered Lunch,
Conference Packet &
Refreshments

Use the form below to
register

NAME:

ADDRESS:

PH#: _____

E-Mail: _____

Ranch/Farm/Business: _____

Send Check payable to:

“Greater Stockton Chamber of
Commerce” and *this form to:*

“Agritourism Conference”
445 W. Weber Ave # 220
Stockton, CA 95203

For Credit Card please call
Michelle @ 209-337-2726

- 8:30-9:00 Registration and Coffee/Refreshments
- 9:00-9:15 Welcome and Conference Information
Scott Hudson, San Joaquin County Ag Commissioner
- 9:15-9:30 Tourism in San Joaquin County
Wes Rhea, Stockton CVB
- 9:30 – 10:00 Adding Value to the Bottom Line – Your Future in Agritourism
Jane Eckert, Founder Eckert AgriMarketing
- 10:00 -10:45 Evaluating Your Resources for Agritourism
Holly George, Farm Advisor, UCCE Plumas and Sierra Counties
- 10:45-11:05 Refreshment Break – Visit Table Displays
- 11:05-11:40 Agritourism Operations and County Regulations
Kerry Sullivan, Director, San Joaquin County Community Development Dept.
- 11:40-12:30 Managing Risk in Agritourism
Cathie Bigger Smith, Risk Management Consultant
- 12:30-1:30 Lunch – Visit Table Displays
- 1:30-2:15 Keynote Speaker – Agritourism in America
Jane Eckert, Founder Eckert AgriMarketing
- 2:15-3:30 Panel: Agritourism in Action- San Joaquin County
Moderator: *Mick Canevari, Director, UCCE San Joaquin Cooperative Extension*

Susan Dell’Osso – Pumpkin Maze/Harvest Fair, Lathrop
Dave Phillips, Phillips Farms, Lodi
Ralph Lucchetti, Fruit Bowl, Stockton
Katherine Setness, Setness Tours, Stockton
Renae Matson, Vino Con Brio, Lodi
Jane Eckert, Eckert AgriMarketing
- 3:30pm Closing Remarks/Next Steps – Jane Eckert
- 4:00pm Lodi Wines, Taste and Learn Social
Lodi Wine Grape Commission

Location:

San Joaquin County Ag Center
2101 E. Earhart Avenue (Arch Airport Road and B Street)
Stockton, CA 95206

For more information visit:

www.visitstockton.org/agritourism.htm