

2016 Georgia Agritourism Annual Conference

FEBRUARY 23 - 24 | BERRY COLLEGE | ROME, GEORGIA

CONFERENCE AGENDA

**All activities occur at Spruill Ballroom, Krannert Center, Berry College, Rome, GA unless otherwise stated*

MONDAY, FEBRUARY 22, 2016

7:00 a.m. **Registration Opens at Berry College's Krannert Student Center**

8:30 a.m. **3rd ANNUAL AGRITOURISM FARM TOUR* Depart**
Bus Departs from Berry College's Krannert Center

The Berry Farms, Rome

Blue Hen Eggs

-Fresh, cage free medium brown eggs raised by Berry Students

Berry Bees

-Naturally kept bees that produce a very light honey

Season's Harvest

-Provides fresh, naturally-grown produce to the Berry community

Martha's Herbs

-Growing the healthiest, most desirable herbs within the Berry community

Angus Beef

-Black Angus, natural beef sold to the public

Genetics Enterprise

-Internationally recognized herd of registered Jersey cattle

Jersey Milk

-Working milk parlor; artisan cheeses made with Berry Jersey Milk

AgriEducation

-Teaching the Berry community the importance of Agriculture

Gunby Equine Center

-Supports excellence in equine-related instruction and research

Lunch for Agritourism Farm Tour at Ford Dining Hall

Carlton Farms

Rockmart

Pasture Raised Meat, Milk & Eggs | Organic Vegetables | On-Farm Store | Corn Maze | Picnic Area
Mobile Market and Delivery in Metro Atlanta areas School Field Trips | Hayrides | Petting Barn |

Pettit Creek Farms

Cartersville

Camel and Pony Rides | Exotic and Farm Animals | Nature Walks | Farmland Petting Zoo |
Hay Ride Farm Tour | Fishing | Corn Maze | Private and Corporate Events | Pumpkin Patch |

Southern Estate Alpacas

Adairsville

Farm Tours | Overnight Farm Stays | Education | Alpaca & Goat Breeding/Sales Farm Store |

Approximately 5:30 p.m. Bus Returns to Berry College

**Farm Tour not included in 2016 Georgia Agritourism Annual Conference Registration
All Farm Tour participants must ride official tour buses. • No cars allowed to follow.*

TUESDAY, FEBRUARY 23

7:00 a.m. **Registration Opens**
Breakfast on your own

Silent Auction Open

Display Agritourism Photo Albums

Mingle with Exhibitors

8:00 a.m. **Welcome**

EDUCATION: Taxes & Local Issues

Moderator: Beth Oleson, GA Agritourism Association, LaGrange, GA

As soon as money is to be made or tax exemptions can be applied, regulatory organizations and red tape become your reality. Come learn about the GA Dept of Revenue audits and some basic sales tax issues that may help you stay out of the hot seat. Georgia's Conservation easement program, CUVA, is often the way families can afford their legacy land but everyone must have a working knowledge of the do's and don't's to avoid fines and penalties. Elected officials can often be found affecting the interpretation and application of the "red tape". Come learn join the discussion on how to work along side your elected officials whether you are on the same side or different sides.

[Update on Georgia Department of Revenue Audits, Sales Tax Application](#) - Beth Oleson, Exec Director, GA Agritourism Assoc.

[CUVA Overview](#) - Bob Izlar, Director of Harley Langdale Center for Forest Business, Warnell School of Forestry, Univ. of Georgia

Working with Local Elected Officials - Kevin Payne, Floyd County Tax Commissioner

10:15 a.m. **Morning Break with Exhibitors**

Silent Auction Open

Agritourism Photo Albums

10:45 a.m. **EDUCATION: Special Events on Your Farm**

Moderator: Sarah Cook, Center of Innovation for Agribusiness, Tifton, GA

More and more people are finding their local agritourism operations and enjoying the interaction of the outdoors, their food, and their local farmer. But like any consumer-driven industry, people eventually want more experiences and more reasons to come to your farm. Find ways to diversify your farm's potential and get more people through your barn doors by learning from other operations what you could offer to entertain and educate adults, families and community groups.

[Canning Classes on the Farm](#) - Caroline Black Lewallen, Jaemor Farms & Katie Heirs, Clarke County UGA Cooperative Extension

[Using Your Property for More than Just Crops](#) - Barry Pritchett, Red Apple Barn

[Festivals 101](#) - Rita Douglas, Ottawa Farms

12:00 p.m. Lunch with Exhibitors

Silent Auction Open

Agritourism Photo Albums

1:00 p.m. EDUCATION: Liability Issues

Moderator: Cynde Dickey, Dickey Farms, Musella, GA

While fun, loving, oblivious consumers on a working farm usually equate to outdoor fun, it can also open a door to unintentional injuries and lawsuits. Make sure you are protected.

[Insurance Considerations for Agritourism](#) - Joey Shipp & Doug Oliver, Farm Risk Managers, Georgia Farm Bureau

[Legal Protections for Agritourism](#) - Nowell Berreth, Alston & Bird, LLP

2:00 p.m. EDUCATION: Hot Topics - Food and Beverage

Moderator: Amanda Peacock, Georgia Tourism, Valdosta, GA

After polling GAA Members, the number one hot topic of interest was serving and producing alcohol on farms and on-farm concessions. No, doubt two of the most visible organizations doing those well are here to share their secrets.

Serving and Producing Alcohol - David Lillard, Mercier Orchards

[On-Farm Concession Stands](#) - Jake Carter, Southern Belle Farms

3:00 p.m. Afternoon Break with Exhibitors

Brochure Swap

During this afternoon break trade your agritourism operation's brochures to help break the ice to make a new agritourism and get great ideas for your operation and your brochure.

Silent Auction Open

Agritourism Photo Albums

3:30 p.m. EDUCATION: Hot Topics - Best You-Pick Practices and Overnight Lodging

Moderator: Jessica Bolesta, Raisin' Cane, Valdosta, GA

After polling GAA Members, the next most asked for topics were...

Best You-Pick Practices – Jeff Manley, The Rock Ranch

[Overnight Lodging Considerations](#) – Jenni Harris, White Oak Pastures

4:30 p.m. Georgia Agritourism Association's Annual Membership Meeting

5:30 p.m. Georgia Agritourism Association's 5th Anniversary Reception and Dinner
Ford Dining Hall, Berry College

Help commemorate the 5th anniversary of the official creation of the Georgia Agritourism Association during our reception and dinner. Berry Student Enterprise Showcase, Jeff Manley, Commissioner of Agriculture Gary Black, and others will set the stage to celebrate the agritourism industry and its dedicated association.

- 9:00 p.m. Georgia Grown Hospitality Suite**
Comfort Suites, 23 Chateau Drive, SE, Rome, GA
End the night with Georgia vendors making their wine, food and other wares available for sample. Enjoy a night cap and potentially find a new vendor!

WEDNESDAY, FEBRUARY 24

- 7:00 a.m. Registration Opens**
Breakfast on your own

Silent Auction Open

Agritourism Photo Albums

Mingle with Exhibitors

- 8:00 a.m. Welcome**

EDUCATION: Marketing and Social Media

Moderator: Caroline Lewallen, Jaemor Farms, Alto, GA

Bring your laptop (or pen and notepad to take notes) to set up or enhance your ExploreGeorgia.org listing with the GDoED – Tourism. Learn how to maximize your listing and get the most out of this dynamic marketing tool.

[Maximizing ExploreGeorgia.org account](#) – Lindsay Isaacs & Vickie Sanders, Georgia Dept. of Economic Development, Tourism Division

Social Media and Marketing Techniques – Cameron Jordan, Director of E-Communications, Berry College

- 10:30 a.m. Morning Break with Exhibitors**

- 10:45 a.m. Silent Auction Closes**

EDUCATION: Berry Deer Research Related to Human-Wildlife Interactions

Moderator: Beth Oleson, Georgia Agritourism Association, LaGrange, GA

Beyond the beauty of the campus and the Berry family, one of the most noted parts of Berry College is the Deer Research program. Dr George Gallagher, Chair of Berry Dept of Animal Science, has a unique approach to his deer research which include the physiology and behavior of wildlife. Like most concepts in life, the presence of wildlife can represent both assets and liabilities depending upon circumstances to individuals as well as business enterprises. The Agritourism industry in Georgia represents a business niche in a very unique position to extensively capitalize, or suffer from human-wildlife interactions

Wildlife Economics: Ours and Theirs- Dr. George Gallagher, Dana Professor and Chair, Dept of Animal Science, Berry College

- 11:15 a.m. Conference Wrap Up & Round Table**

Moderator: Beth Oleson, Georgia Agritourism Association, LaGrange, GA

Round table discussion surrounding YOUR take away's from the Conference, what you plan to implement in the future, and what you would like to see in the future of GAA.

Noon

Adjourn – Drive Home Safely!