

Agriculture Direct Marketing Conference, April 15-16, 2009

Hosted by the Alaska Division of Agriculture
The Train Depot (Palmer Community Center)
610 S. Valley Way, Palmer AK

Agritourism Day

Wednesday 4/15/09

- 8:00 Registration & Check-In
- 8:30 Welcome & Introductions, **Amy Pettit**
- 8:45 What is Agritourism?, **Amy Pettit**
- 9:00 Opportunities in Agritourism, **Darren Schmall**
- 10:15 BREAK
- 10:30 Tour Operators Panel, **Multiple guests**
- 11:30 Advertising, **TBA**
- 12:00 LUNCH
- 1:15 Addressing Liability & Risk, **Darren Schmall**
- 2:00 Insuring your Agritourism Operation, **Patrick Mulligan & others**
- 2:30 BREAK
- 2:45 Agritourism Operators Panel, **Multiple guests**
- 4:00 FINAL Q&A with all guest speakers, **Doug Warner**
- 4:30 Adjourn

Direct Marketing Day

Thursday 4/16/09

- 8:00 Registration & Check-In
- 8:30 Welcome & Introductions, **Patricia O'Neil**
- 8:45 Alaska CSA Panel, **Multiple guests**
- 10:15 BREAK
- 10:30 Farmer-Chef Connection, **Kim Sollien**
- 11:30 Food Safety at the Farmers Market, **Lorinda Lhotka & Michelle Friedline**
- 12:00 LUNCH
- 1:30 Communicating with your Customer, **Alison Arians & Kim Sollien**
- 2:15 Marketing on the Internet, **Steve Brown**
- 2:45 BREAK
- 3:00 USDA Farm Services Agency Overview, **Doug Carter**
- 3:15 Aesthetic Appeal at your Market Booth, **Carol & Rachel Kenley**
- 3:35 Full Circle Farm, **TBA**
- 3:55 FINAL Q&A with all guest speakers, **Amy Pettit**
- 4:30 Adjourn

***Speaker agenda is subject to change without notice.*

Guest Speakers

- Darren Schmall** – Nationally recognized, award-winning Agritourism Expert
- Dr. Steve Brown** – District Agent, Palmer CES
- Lorinda Lhotka** – Dept. of Environmental Conservation
- Michelle Friedline** – Municipality of Anchorage
- Amy Pettit** – Division of Agriculture
- Kim Sollien** – Alaska Root Sellers
- Alison Arians** – Rise & Shine Bakery
- Gerri McCann** – Authentic Alaska Tours
- Jeanne Havemeister** – Havemeister Dairy
- Mark Marette** – Trails End Horse Adventures
- Rachel & Carol Kenley** – Kenleys Alaska Vegetables
- Arthur Keyes** – Glacier Valley Farm
- Anne-Corinne Kell** – Spring Creek Farm
- Ruby Hollembaek** – Alaska Interior Game Ranch
- Doug Carter** – USDA FSA
- Patrick Mulligan** – Country Financial

REGISTRATION FORM

available at

www.dnr.alaska.gov/ag

Return form to Palmer Cooperative Extension Service by 4/10/09 to avoid late fees. Contact Penney Prickett at 745-3360 or fnprp@uaf.edu

Questions about conference, contact:
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