



## Conference Agenda

### Monday, November 7, 2005

- 3:00pm Conference Registration Begins
- 6:00pm Dinner and Opening Session  
Keynote Address from Darren "The Pizza Farmer" Schmall  
*Cows, Crops, Kids and Cash! Is agritourism your new cash cow?*

### Tuesday, November 8, 2005

- 8:00am General Session  
Welcome & Announcements  
An Introduction to the Tennessee Agritourism Operators Guide  
Concurrent Session I  
Break and Visit the Trade Show  
Concurrent Session II
- 12:15pm Lunch, Networking Opportunity and Visit Trade Show  
Concurrent Session III  
Break and Visit the Trade Show  
Concurrent Session IV
- 6:00pm Dinner Event at Ellington Agricultural Center

### Wednesday, November 9, 2005

- 8:00am General Sessions  
The Tennessee Tourism News Bureau: An Agritourism Marketing Tool  
Update on Tennessee Liability Laws  
An Agritourism Success Story  
The Conference in Review
- 11:30am Adjourn