From pumpkin patches to festivals and weddings, agritourism can grow farm revenues and local economies. This workshop will highlight the potential and possibilities for agritourism in Northern Nevada. Speakers Jane Eckert and Chuck Nozicka will show how farms across North America are reaping the benefits. They will offer insight on how farms and local businesses can collaborate to make Northern Nevada farms a destination.

**What will you learn?**

- Why agritourism is a growing industry
- How to get started
- How to evaluate and develop the best options for your farm
- What family skills and support are needed to be successful
- How to develop community partnerships to maximize benefits

**FEATURED SPEAKERS:** Jane Eckert is the founder and CEO of Eckert AgriMarketing, a full-service marketing, consulting and website design firm that offers services to both the agriculture and tourism industries. A sixth generation farmer’s daughter, Jane grew up on the family’s agritourism focused apple orchard and then honed her marketing skills for 15 years before returning to the family farm. Eckert’s Country Store and Farm now attracts more than 400,000 guests annually and is one of metropolitan St. Louis’ most popular tourist destinations.

Chuck Nozicka is a private consultant with 28 years experience in recreation, tourism planning and community development. He has managed a wide range of projects for clients across the western United States including projects in the Mason and Smith Valleys of Nevada.

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**Online registration is available at** www.wnc.edu/sci