

# Planting the Seeds of Your Agritourism Business



Diversify the income to your existing farms by adding Agritourism to your operations.

Hosted by **Durham Technical Community College's Small Business Center and Co-Sponsored with the Small Business Centers at Alamance and Piedmont Community Colleges with the Orange County Cooperative Extension**, this **FREE** eight part series provides information and resources about Agritourism, potential activities, pricing, marketing and legal/regulatory issues leading to an Agritourism Business Plan to launch your new business venture!

***You may attend the series in its entirety or just specific classes that are most applicable to your interest.***

*Attend all eight sessions and receive a Certificate of Completion*

**REGISTRATION IS NECESSARY: [bit.ly/durhamtech-sbc](http://bit.ly/durhamtech-sbc)**

<b>CLASS 1</b>	<i>Session 1</i> Introduction to Agritourism	Noah Ranells, Farmlink, North Carolina State University	March 11 6pm - 9pm
	<i>Session 2</i> Is Agritourism Right for Me?	Tyrone Fisher, Director, Orange County Cooperative Extension	
<b>CLASS 2</b>	<i>Session 3</i> Developing Your Agritourism Business Concept, Story and Brand	Mart Bumgarner, Extension Agent, Agriculture - Crops and Horticulture, Orange County Cooperative Extension and LaShon Harley, SBC Director, Durham Tech	March 13 6pm - 9pm
	<i>Session 4</i> How to Make Money in Your Agritourism Venture! Break Even Point, Cash Flow and Profit and Loss	Laura Lauffer, Extension Associate, Center for Environmental Farming Systems and Mike Lanier, Area Agent, Agribusiness, Orange County Cooperative Extension	
<b>CLASS 3</b>	<i>Session 5</i> The Business of Agritourism: Connecting with Agritourism Business Resources	Orange County Extension Agent, Agriculture - Crops and Horticulture and LaShon Harley, SBC Director, Durham Technical Community College	March 18 6pm - 9pm
<b>CLASS 4</b>	<i>Session 6</i> Agritourism: Legal Compliance and Risk Management	Guido Vanderhoven, Department of Agricultural and Resource Economics, NC State University	March 20 6pm - 9pm
<b>CLASS 5</b>	<i>Session 7</i> Marketing Your Agritourism Business	Annie Bagget, Agritourism Marketing Specialist, NC Department of Agriculture	March 25 6pm - 9pm
<b>CLASS 6</b>	<i>Session 8</i> Planning and Launching The Agritourism Business	LaShon Harley, SBC Director, Durham Technical Community College	March 27 6pm - 9pm

**LOCATION FOR ALL CLASSES:**

Durham Technical Community College, Orange County Campus, 525 College Park Rd, Hillsborough, NC 27278

