



**March 11- Sustainable Tourism Workshop &
March 12-14, 2020- Annual Convention
Ameristar Casino Resort Spa, Blackhawk, CO**

Wednesday, March 11

9am-4pm **Sustainable Tourism Workshop** by Colorado Tourism Office, Hilary Lewkowitz, Mountain Roots Consulting. Add-on event- no charge but limited spots available- *please contact Corry Mihm, cmihm@q.com to sign up.*

Thursday, March 12

7-9am Breakfast
9:30-Noon CDGRA Board Meeting
Noon-1 Welcome Lunch- Creating a Data-Driven Strategy for Marketing Success, *MMGY- marketing agency for the CTO*
1-3pm CAA Board Meeting
3:15-5pm Boots on the Ground- Collaborating on Local Agritourism
CDGRA Member Meeting
5-6pm Networking Happy Hour
6-8pm Networking Dinner honoring CAA & CDGRA Leaders
7-9pm Ice Cream Social & Craps Demo

Friday, March 13

7-9am Breakfast
9-10am "C" Further- Colorado Tourism Office Programs and Progress- *Cathy Ritter, Director*
10-10:30am Trade Show and Coffee Break
10:30-Noon Keynote- Evolution of Colorado Farms and Ranches, Preserving Western Traditions-
Paul Andrews, President & CEO of the National Western Stock Show
12-12:20pm Vendor Introductions
12:20-3pm Lunch and Trade Show
3-4:45pm Creative Profit Making on Your Farm or Ranch
The Perfect Pitch- Public Relations
Herd Health and Tack Maintenance Standards
5-6pm Networking Happy Hour and Trade Show
6-7pm Dinner with State Legislators

Saturday, March 14

7-9am Breakfast
9-10am Agritourism Primer- What is it, best practices on how
CDGRA Member Session
10:15-Noon Keynote- Colorado's Pioneering Ingenuity-
Jake Jabs, President & CEO of American Furniture Warehouse
Noon Lunch
12:15-1:15pm CDGRA Marketing Presentation
12:15-2:30pm Horse Safety & Trail First Aid

Thank you for your support!

