



FEBRUARY 28-MARCH 3, 2019

Broadmoor Hotel  
Colorado Springs, CO



COLORADO  
**agriTOURISM**  
ASSOCIATION



*Welcome to our annual CDGRA & CAA Spring Convention & Trade Show. Grab your hat & boots and get ready for some great speakers, wonderful meals, and good company.*

## THURSDAY FEBRUARY 28, 2019

### Pre-Convention Excursions

### Self Guided Activities

- Cheyenne Mountain Zoo  
*Free Shuttle from Broadmoor*
- 7 Falls  
*Free Shuttle from Broadmoor*
- Pro Rodeo Hall of Fame
- Olympic Training Center
- Cave of the Winds
- Garden of the Gods

**12:00pm-3:00pm**  
(Main Ballroom Foyer)

**Registration is OPEN**

**1:00pm-3:00pm**  
(Russel Board Room)

**CDGRA Board Meeting**  
(Members welcome!)

**3:00pm-5:00pm**  
(Russel Board Room)

**CAA Board Meeting**  
(Members welcome!)

4:30-5 pm- International Conference on Agritourism- Lessons Learned - Erin Johnson, Platte River Fort

**6:00pm**  
(Offsite)

**President's Dinner**  
La Bella Vita Restaurant  
4475 Northpark Dr

- CDGRA & CAA Outgoing President Recognition
- Remembering Rod Pringle (Waunita Hot Springs)





## FRIDAY MARCH 1, 2019

<b>7:00am-9:00am*</b> (Ballroom)	<b>Breakfast</b> Silent Auction Opens (Items on display in the Main Ballroom Foyer)
<b>7:00am-10:00am*</b> (Main Ballroom Foyer)	<b>Registration is OPEN</b>
<b>9:00am-10:00am*</b> (Ballroom)	<b>CDGRA General Session</b> Karsh/Hagan Introduces CDGRA's NEW Brand Financials/ Review & Approve 2019 Budget Elect 2019 board members Hat Topics
<b>9:00am-10:00am*</b> (Centennial Room)	<b>CAA General Session</b> <i>Opportunities for Colorado in Hemp</i> The recent federal declassification of hemp as a controlled substance allows for the production of new sustainable products Join Alex Buscher as he describes the potential for businesses in Colorado's agriculture and agritourism industries to capitalize on our newest agricultural commodity.
<b>11:00am-12:00pm</b> (Ballroom)	<b>KEYNOTE: Broadmoor Hospitality</b> <i>Creating a Culture of Excellence</i> Ann Alba: Broadmoor VP & Resident Manager (and a 33 year employee of the Broadmoor!) Shares some of the secrets that make the Broadmoor hospitality unique and how you can implement some of these simple strategies into your own operations.
<b>12:00pm-2:00pm</b> (Pompeiiian Room) (Ballroom) (Russel Board Room)	<b>Lunch in the Pompeiiian Room</b> Trade Show Floor OPEN (Pompeiiian & Ballroom) Silent Auction Items on Display (Main Ballroom Foyer) Verbal Histories Collected from History Colorado (Russel Board Room)
	<i>Coffee Breaks today are sponsored by:</i> <i>Aridein Luxury Buses</i> <i>*= concurrent Session</i>





## FRIDAY MARCH 1, 2019(cont)

**2:00pm-5:00pm**  
(Ballroom)

### Circling the Wagons

**Pitch Perfect:** *Creating compelling messaging and how/where to pitch to travel writers. Also, what travel writers and influencers do you want? and where do you find them?*

- Julie Bielenberg: Top Agritourism and Family Travel Writer in the Nation
- Caitlin Johnson PR Strategist at the Colorado Tourism Office

**Don't Get Yourself in a Sticky Wicket Across the Pond:** *What is GDPR and what does it mean for you and connecting with your international guests. The ins and outs of European Consumer Privacy.*

- Doug Stevens: Caplan & Earnest LLC
- Andrea Maciejewski: Bryan Cave Leighton Paisner LLP

### The Hunt is On for New Revenue Streams

*What could adding hunting or fishing do to your bottom line?*

- Kelli Hepler: Visit Delta County
- Deb Lininger: Parks & Wildlife

**6:00pm+**  
(Offsite)

**Social Hour & Dinner at Edelweiss Restaurant**  
(Busses available for transport to/from Broadmoor)

*Bus Transport tonight is Sponsored by Gary Genske with Gallagher Insurance*





## SATURDAY MARCH 2, 2019

<b>7:00am-9:00am</b> (Ballroom)	<b>Breakfast</b>
<b>7:00am-10:00am*</b> (Main Ballroom Foyer)	<b>Registration is OPEN</b>
<b>9:00am-10:00am*</b> (Ballroom)	<b>CDGRA General Session</b> Leave No Trace/CTO & CDGRA's New partnership Drifters Hearts of Hope Update
<b>9:00am-10:00am*</b> (Centennial Room)	<b>CAA General Session</b> FDA's Food Safety Modernization Act- Produce Safety Rule <ul style="list-style-type: none"> <li>Cristy Dice, Produce Safety Rule Program Manager, Colorado Department of Agriculture</li> </ul>
<b>10:00am-12:00pm</b> (Ballroom)	<b>KEYNOTE: Joe Calhoon</b> <i>On The Same Page: How to Engage Employees and Accelerate Growth</i>  According to Gallup research, almost 70% of our workforce is simply putting in their time. In other words, many people show up physically but are checked out mentally and emotionally. This lack of employee engagement costs US businesses more than \$500 Billion every year. During today's presentation, you will discover proven practices to engage your people's best efforts, reduce turnover, and accelerate growth. Joe Calhoon has worked with more than 600 businesses to develop leaders and improve quality of life. During this session, you will answer six vital questions to clarify your direction, get your team on the same page, and help you get what you want from your business.
<b>12:00pm-2:00pm</b> (Pompeiiian, Ballroom)	<b>Lunch in the Pompeiiian Room</b> <i>Trade Show Floor OPEN (Pompeiiian &amp; Ballroom)</i> <i>Silent Auction Items on Display (Pompeiiian)</i>
	<i>Coffee Breaks today are sponsored by:</i> <i>*= concurrent Session</i>





## SATURDAY MARCH 2, 2019

2:00pm-4:00pm  
(Ballroom)

### Circling the Wagons

#### **Paris in Springtime, Colorado in Summer:**

*International travelers just make 'cents'! If you follow these few simple steps, you too could fill those empty beds and bring in high value traveler to launch your business to the next level.*

- Andrea Blankenship: Director of International Marketing at the Colorado Tourism Office

#### **Getting CRAFTY With Rural Business Strategies**

*Learn about workshops, grants, co-ops and more available through the Colorado Tourism Office CRAFT programs.*

- Elizabeth O'Rear: Manager of Destination Development at the Colorado Tourism Office

**'Tis The Season to Talk "Seasonal Employees"!** *The challenges, the tips, the tricks, the corny jokes that keep your seasonal employees motivated and giving their best year after year.*

- Aaron Scarborough / Wind River Ranch

4:00pm-6:00pm  
(Pompeian)

### **Social Hour at the Broadmoor**

Trade Show Floor is OPEN  
Silent Auction closes at 6pm

7:00pm+  
(Offsite)

### **Dinner at Amanda's Fonda Mexican Restaurant**

*Busses will be available for transport to/from Broadmoor*





## SUNDAY MARCH 3, 2019

<b>7:00am-9:00am</b> (Ballroom)	<b>Breakfast</b>
<b>9:00am-10:00am</b> (Ballroom)	<b>CDGRA Marketing Report</b>
<b>10:00am-12:30pm</b> (Ballroom)	<b>Horse Safety &amp; Adapted 1st Aid for the Trail Certification</b> <i>This is an optional afternoon activity for those DRA ranches who would like to update their certification. This will be hosted by Cheri Helmicki at Bar Lazy J.</i>
<b>Post Convention Excursions</b>	<b>Self Guided Activities</b> <ul style="list-style-type: none"> <li>• Cheyenne Mountain Zoo <i>Free Shuttle from Broadmoor</i></li> <li>• 7 Falls <i>Free Shuttle from Broadmoor</i></li> <li>• Pro Rodeo Hall of Fame</li> <li>• Olympic Training Center</li> <li>• Cave of the Winds</li> <li>• Garden of the Gods</li> </ul>



# KEYNOTE SPEAKERS

## *Ann M. Alba*

### BIOGRAPHY

Ann Alba was raised in the family bar and restaurant business in Michigan; the "*Art of Serving*" is all that Ann Alba has known. Calling The Broadmoor home for the past 32 years. "*The Red Flash*" as she is affectionately referred to, credits much of her success to simply being in the right place at the right time and by having worked with those who made an art out of service. Ann has worked her way through several positions at the Resort including Banquet Server, Restaurant Server & Trainer, Lounge Manager and Operations Assistant Manager; all laying the foundation for her "dream job" as Resident Manager, the position she has held since 2000. Ann has served on the PPLA Board for 10+ years, currently in the role of President. In 2011, at the Stars of the Industry Awards, CHLA honored Ann with the *ZENITH* award, paying tribute to her consistently high performance level of excellence and outstanding accomplishments; they recognized her as someone who best symbolizes exceptional service in the Hospitality Industry. What started as a summer road trip to Colorado led her to the love of her life, The Broadmoor!



## **Joe Calhoon, CSP – EOS Implementer Keynote Speaker and Gallup-Certified Strengths Coach**

Over the past 30 years, Joe has delivered more than 3,000 presentations to more than 600 different clients on four continents. His leadership development and business growth process has been utilized by companies such as General Electric, Burns & McDonnell, Jack Stack Barbecue and a wide range of small and mid-sized companies. Along the way, Joe authored three books - Prioritize!, On the Same Page, and The 1 Hour Plan for Growth.

Joe is a Certified Speaking Professional (CSP), designated through the National Speakers Association. His entertaining, educational and inspirational style creates a positive learning environment that facilitates personal and organizational growth.

In the 1990s, Joe was the most requested and highest rated speaker with Covey Leadership Center. In 2000, he co-founded PriorityAdvantage™ - the smartest way to run a business. In 2017, he partnered with EOS, the Entrepreneurial Operating System to bring greater value to his business clients.

