



# COLORADO AGRITOURISM ASSOCIATION

eNEWSLETTER - November 2018

*"an industry-recognized newsletter"*

COLORADO'S LEADING PROVIDER OF AGRITOURISM SUPPORT AND OUTREACH

VISIT US ONLINE AT [WWW.COLORADOAGRITOURISM.ORG](http://WWW.COLORADOAGRITOURISM.ORG)

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## Colorado Agritourism Association Event Calendar

We have posted over **50** upcoming local, regional, and statewide events on the CAA web calendar and we also post informational and educational events for agritourism operators in the members only section. Be sure to login periodically and see what is happening. For the general calendar [CLICK HERE](#)

Also, here's a list of upcoming events in November and following months:

**November 8** [Colorado Uncorked](#), Denver

**November 12** [From Kitchen to Commercial Workshop](#), Aurora

**December 5** [CFVGA Produce Labor Conference](#), Aurora

**January 12-27** [National Western Stock Show](#), Denver

**January 14-17** [VinCo/Western Colorado Horticultural Society Conference](#), Grand Junction

**February 25-26** [Colorado Fruit & Vegetable Growers Association Conference](#), Denver

February 27 [Governor's Forum on Colorado Agriculture](#), Denver

February 28-March 3 CAA Annual Conference (Registration coming soon!), Colorado Spgs

March 1-3 [Rocky Mountain Horse Expo](#), Denver

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**Better for you. Better for Colorado.**

[Click Here to read the full November 2018 Colorado Proud Newsletter](#)

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Members & Partners,

The CAA board hopes you will join us in welcoming our brand new Executive Director, Corry Mihm! Corry has an extensive background in Agritourism and tourism in general in Colorado. From her time on the CTO board, sitting on various committees including the Heritage & Agritourism Committee (now Destination Development Committee) and working with other organizations such as the Colorado Outfitters Association, Corry has proven a true asset to the industry. Her passion for tourism is clear and her experience managing associations will help the CAA reach new levels of success in the years to come.

Below is a short quote from Corry we'd like to share:

"I am a big believer in associations and the voice that they bring to their industries and their membership. So

much can be accomplished on behalf of an industry through a strong association. The executive director role with the CAA will draw from both my experience and my passion for helping small businesses. The fusion of my experience in leading and managing business associations with my personal understanding of the challenges individual ranch, farm and landowners face seems to fit what the CAA is looking for."

And we couldn't agree more. As of Monday November 12, 2018 both the director@coloradoagritourismassociation.org email as well as our phone 303-305-3728 will be transferred over to Corry. We thank you in advance for your patience as we transfer over administrative items and get Corry up and rolling within the next month.

Happy Trails,

Courtney Frazier  
Vice President of the Colorado Agritourism Association

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## 5 Simple Steps to Attract More Attention and Customers Right Now

By Jon Schallert

The 4th Quarter is upon us, but for many businesses involved in agritourism, many aren't utilizing some of the best low cost, simple tools that will drive more revenue and visitors into your business, regardless of the time of year.

Here are 5 steps that every marketing team should start using right now:

### **1. Blog once a week and keep it short**

Blogging often causes business owners to roll their eyes and walk away. But blogging today helps with search engine optimization and it attracts free media attention. I'm sure all of you know that the media can give your community or business lots of free publicity when they write about you, feature you on television, or talk about you on the radio.

All blog posts should have a photo, with 100 to a maximum of 400 words. That's it. The ideal blog post should not be about selling people; it should be about helpful information that everyone in your area can use and positioning your business as an expert in your field. Your blog should be an information resource and the 4th Quarter of the year is a great time to start planning and writing blog topics that will carry you through 2019.

### **2. Use Facebook Live, at least once a week**

A Facebook Live video, 60 seconds to 2 minutes long, is easy to create, but powerful enough that every agritourism should be doing one a week. Remember that a Facebook Live video gets priority over other Facebook posts, so this should be at the top of your social media to-do list. It's also a great time to show off your business during a slower time period and showing some of the behind-the-scenes activities that happen at your place.

### **3. Start Planning for Multiple Events and Posts on Facebook**

On your business Facebook page, there's a place to create and schedule Events. Most people think this means that they have to a band or some type of big promotion going on to use this feature on Facebook. Not true! You can create multiple events in the same week, from featuring an expert lecture, a 1-time tour, or even something so simple as a 2-for-1 incentive for those who are looking at your page.

The reason you want a large number of Events listed on your Facebook page is that anyone who clicks on "Interested" or "Going" to any Event can be tracked and marketed to in the future for up to 180 days! This is often an untapped customer attraction tool. Your social media person should know how to do this, and if they don't, well, you now know they should!

If you're not busy right now, start coming up with the graphics, photos, and ideas so you're not overwhelmed during your busy season. Planning now can make posting Facebook events much easier later.

#### **4. Get this book: Chase's Calendar of Events**

There's a book called Chase's Calendar of Events that every business owners and marketing person should own. It lists day by day, every famous person's birthday and every event worth celebrating, no matter how obscure. Once you have the book, go through it and pick out celebrations that can add some fun to your guests' visits and these events will also bring you a wave of free publicity.

The book comes out this Fall for the following 2019 year. Buy the book and you'll find over 4,600 birthdays and 2,250 celebrations and anniversaries listed. Just start looking through and creating promotional, fun activities for slower times in your business in 2019 and use these obscure holidays and birthdays to drive media attention to your agritourism business.

#### **5. Use Twitter to share your message with the Media**

I hope your business and marketing people use Twitter. Remember that Twitter today is where breaking news happens! Reporters and journalists use Twitter to find ideas to put in their newspapers and magazines, on their television newscasts and in their radio shows.

When 2019 gets busy, you'll already be behind the eight ball if you don't start making media lists now and connecting to media people on Twitter today. Make sure you follow those media people who write about agritourism and tourist businesses. Then, practice posting on Twitter and include their Twitter handle (their address), in your posts. Practice feeding information to the media now, and when next Summer rolls around, you'll be a pro.

Jon Schallert and his company, The Schallert Group, Inc. are located in Longmont, Colorado and those interested in learning more about Jon and his Destination Business BootCamp can visit his website at [www.JonSchallert.com](http://www.JonSchallert.com) and [www.DestinationBootCamp.com](http://www.DestinationBootCamp.com), along with subscribing to his blog e-newsletter.

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Jon Schallert is the only business consultant in the world teaching businesses and communities how to reinvent themselves into Consumer Destinations. Jon speaks to thousands annually on his trademarked 14-step "Destination Business" process, which he developed over the course of 32 years after interviewing over 10,000 independent business owners in over 500 cities and towns.

Jon Schallert presented the keynote speech at the Colorado Agritourism Conference earlier this year.

This month, Jon would like to share some "Silver Bullet Marketing" tools, easy-to-implement, marketing tactics that can yield big results for very little dollars, and can be used by businesses or downtown organizations:



## **TIAC update for November 2018**

Hello TIAC Members and Industry Stakeholders,

TIAC calls all of us together once a year for a major legislative event in January to demonstrate collaboration as an industry through a unified message, provide education on tourism's significant economic role in Colorado's overall economy and focus on legislation that will impact all of our tourism partners across the state. Our 2019 TIAC Legislative Reception will be held on Monday, January 28, from 5:30 PM to 7:30 PM at the Brown Palace Hotel.

TIAC has hosted this successful legislative networking event for over a decade, providing the opportunity for our Colorado legislators to meet with tourism leaders and professionals from

across the state. Many of those legislators will be new this session. Now, more than ever, it is important that our members and other supporters contribute to our legislative efforts by sponsoring the 2019 legislative reception.

TIAC will continue working diligently this fall to identify core issues of interest to our entire industry, including workforce, transportation and infrastructure concerns and develop strategies and messaging regarding these issues, where appropriate. We will also continue our work through one-on-one legislative meetings to educate and encourage support from our Colorado legislators and provide communication with the industry at large, sharing legislative updates, tourism research and other newsworthy items.

Our work on behalf of the tourism industry continues to be vitally important and benefits everyone associated with Colorado's premier tourism assets. Your sponsorship of our 2019 TIAC Legislative Reception is critical to achieving these goals.

The following Sponsorships are available:

- 1) Platinum (\$5,000)
- 2) Gold (\$2,500)
- 3) Silver (\$1,000)
- 4) Bronze (\$500)
- 5) Tourism Partner (up to \$250)

Sponsors will be showcased at TIAC's annual meeting and legislative reception, and will also be recognized in TIAC communications and industry updates. Please fill out the attached commitment form and e-mail it back to Janie no later than November 1, 2018. We can invoice you this fiscal year or next January.

Also, plan on joining us in person for the reception and plan on bringing a tourism guest. Invites will follow soon.

We appreciate your support and look forward to your contributions for the 2019 TIAC Legislative Reception.



CRAFT Workshops provide intensive training and work for communities or regions wishing to advance a tourism-related strategy for a specific industry segment.

## Now Accepting CRAFT Workshop Applications

CRAFT Workshops provide intensive training and work for communities or regions wishing to advance a tourism-related strategy for a specific industry segment. Workshops will be offered for Culinary & Agritourism, Cycling Tourism, Heritage & Cultural Tourism, Outdoor Adventure Tourism and Sustainable Tourism.

To be eligible, applicants should represent a local government or tourism industry organization. The application deadline is April 1, 2019.

[Learn More](#)

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# GLOBAL GLAMPING SUMMIT

## Global Glamping Summit, California November 27-28, 2018

The Global Glamping Summit educates and inspires a variety of business owners to attract new luxury travelers to expand their revenue streams via glamping. This is a must-attend event for almost any property owner/operator looking to capture the attention and imagination of new visitors and ensure guests keep returning.

The Global Glamping Summit's inaugural California event November 27-28, 2018 at the Westin Long Beach will feature speakers and exhibits especially curated so attendees can:

- o **LEARN** about innovative solutions, industry tips, products, exclusive discounts, and current industry policies and regulations
- o **SOLVE** how to develop a unique business value proposition that differentiates vacation properties from their competition
- o **CONNECT** with likeminded people who share passion for the outdoors and collaborate together on business solutions
- o Be **INSPIRED** to create a vision for luxury travelers to see beyond your usual offerings and embrace glamorous camping on your property

[Visit the website](#)



## The 7th Annual Western Colorado Food and Farm Forum

*Healthy Fields, Farmers, Futures*

### Featuring:

**Joel Salatin**, "the most famous farmer in the world". Salatin joins us all day Saturday, delivering the Keynote, participating

in breakouts, hosting a Hot Tamale Roundtable and all conference, community presentation of *Dancing with Dinner: Healing the Nutritional Deficit in the Urban, Rural Divide*.

### Plus:

19 workshops focusing on innovative crop, livestock, specialty crops, marketing and regenerative management practices that will help you increase profits, create a sustainable future and lower stress.

### Half Day Workshops:

**Ben Hartman**, author of "The Lean Farm: How to Minimize Waste, Increase Efficiency and Maximize Value and Profits with Less Work," provides an in-depth half day workshop and breakout session.

**Bill Parker**, Parker Pastures presents, **Performance Based Planned Grazing**: Determine stocking rates, create drought reserves, and maximize livestock performance using regenerative planned grazing techniques in a half-day workshop.

**Water Boot Camp** – Understanding Colorado water law, local administration and enhancing water stewardship – half day workshop.

The **Farmer to Farmer Invention Convention** returns with \$500 in cash prizes. Do you have a problem solving technique or innovation that you'd like to show off? [Let us know!](#)

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## Professional Development Scholarships Accepted Starting Nov. 15, 2018

The CTO sponsors certain professional development opportunities for select rural tourism partners to advance their tourism training and education. Applicants are responsible for identifying which professional development opportunity they wish to pursue and to support education and training opportunities for tourism partners across the state.

[Learn More](#)

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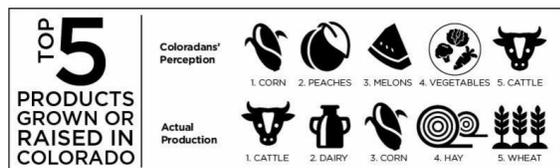
## Rural Conference Sponsorship Applications Accepted Starting Nov. 15, 2018

The CTO sponsors select regional conferences to bolster tourism development efforts in rural Colorado and to support education and training opportunities for tourism partners across the state.

[Learn More](#)

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## Colorado Agriculture Facts...



Source: Colorado Department of Agriculture in collaboration with Colorado State University. For more information [CLICK HERE](#)

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## Friendly Reminders

Section below has important information from previous CAA Newsletters:

### HB 14-1280 Liability Warning Signs

Get ready for your visitors by properly displaying your liability warning signs. Aluminum liability warning signs can be ordered from the Colorado Agritourism Association. [CLICK HERE](#) to download the order form.. Or you can email [director@caatour.org](mailto:director@caatour.org) or call Courtney Frazier at 303-305-3728. The member rate is \$60 per sign plus shipping and handling and tax, the nonmember rate is \$100 per sign plus

**WARNING**  
UNDER COLORADO LAW,  
THERE IS NO LIABILITY FOR  
THE DEATH OF OR INJURY TO  
A PARTICIPANT IN AN  
AGRICULTURAL RECREATION  
OR AGRITOURISM ACTIVITY  
RESULTING FROM THE  
INHERENT RISKS OF THE  
AGRICULTURAL RECREATION  
OR AGRITOURISM ACTIVITY,  
PURSUANT TO SECTION  
13-21-121, COLORADO  
REVISED STATUTES.

## Useful Resources

This is a list of resources for agritourism providers regardless of where you are located. Eventually this listing will be moved to the members-only portion of the website. Listing a program or item does not imply CAA endorsement.

- Handwashing Reminder Signs [Click Here](#)
  - Six Steps from Farming to Agritourism [Click Here](#)
  - Marketing Regional Farms and Wineries [Click Here](#)
  - Agritourism Safety [Click Here](#)
  - Colorado Proud (Colorado Dept Ag) [Click Here](#)
  - Colorado Tourism Office Public Relations [Click Here](#)
  - School Tours Planning Tool for Producers [Click Here](#)
  - Worldwide Farm-Stay Adventures [Click Here](#)
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## Become a CAA Member Today!

The CAA offers many benefits for the members of the community. These benefits include, but are not limited to:

- ~Annual conference with highly sought after keynote speakers
- ~Marketing on our consumer facing website
- ~Informational monthly eNewsletters
- ~Education Programs
- ~Workshops
- ~Website Listing
- ~Legislative Tracking
- ~Liability Signage
- ~Event Calendar
- ~Networking & Information Sharing
- ~COMING SOON~: Discounted insurance & liability waver services offered exclusively to CAA members.

[CLICK HERE TO SIGN UP / RENEW MEMBERSHIP](#)

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# LOOKING FOR A SUMMER JOB?



## INSPIRED STEWARDS

paid internship for Rifle High School students

Fall 2018 • Fridays, 9AM - 12PM  
September - November

**JOIN THE COMMUNITY DEVELOPMENT CREW!**

GET PAID WORK EXPERIENCE

GIVE BACK TO YOUR COMMUNITY

CAMP FOR A WEEK!

PAY \$10.20/HOUR



**Session 1:** June 4-8, June 11-15  
**Session 2:** June 18-22, June 25-29

**Sessions run for 2 weeks**

**1st week:** day projects (no camping) Mon-Fri

**2nd week:** work & camp Mon-Fri

**APPLY ONLINE:**  
ROCKYMOUNTAINOUTHORPS.ORG

QUESTIONS? CONTACT LAUREN AT (970) 879-2135 EXT. 102



Get paid to hike mountains, plant a garden, build a trail, and explore the natural world while gaining professional and recreational skills.

Recognizing the importance of creating pathways to environmental and outdoor-based careers, **Roaring Fork Outdoor Volunteers**, **Aspen Center for Environmental Studies**, and **Fat City Farmers** are collaborating to offer an "Inspired Stewards Internship" program to high school students, ages 14-19, on their day off of school. Certificate of completion will help interns acquire future jobs with outdoor organizations.

- 9-week, paid internship (\$9/hr)
- Build hands-on skills in camping, trail-building, wildlife biology, & farming
- Overnight camping trip at Rifle State Park

**APPLICATIONS DUE SEPT 4<sup>th</sup>** For more information, e-mail Ann Trook at [atrook@aspennature.org](mailto:atrook@aspennature.org)

[aspennature.org](http://aspennature.org) | 970.925.5756

### CALENDAR OF UPCOMING EVENTS

## Help Us Grow!



Forward this Weekly Update to a friend and help us grow.

## Submit your NEWS...

The eNewsletter is published monthly on or about the 15th of the month. The deadline for news submittals is the last day of the previous month. If you have agritourism news or events, send to Kerik Stack at

[kerik@coloradoagritourismassociation.org](mailto:kerik@coloradoagritourismassociation.org)

Unfortunately not every submittal can be included but we will make every effort to keep our members informed and we need your help to do it!

## Thanks to our Supporters



Special thanks to the Colorado Tourism Office for their generous financial support of the Colorado Agritourism Association and agritourism activities throughout the 7 travel regions of Colorado.

Visit the CTO website at: [www.colorado.com](http://www.colorado.com)

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## Meet Us

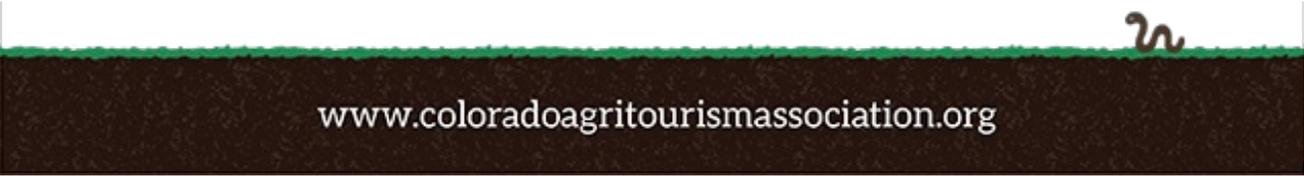
### Board of Directors 2018

Dori DeJong, Platte River Fort, President  
Courtney Frazier, Colorado Dude and Guest Ranch Association, Vice President  
Gary May, May Farms, Past President & Current Board Member

### Staff

Courtney Frazier, Interim Director and your Vice President  
[director@caatour.org](mailto:director@caatour.org) // 303.305.3728

Kerik Stack, CAA Office Coordinator  
[Kerik@coloradoagritourismassociation.org](mailto:Kerik@coloradoagritourismassociation.org) // 720.755.0457



[www.coloradoagritourismassociation.org](http://www.coloradoagritourismassociation.org)

Connect with us



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