



South Dakota
Agritourism

South Dakota Agritourism Conference
Mitchell Technical Institute
1800 E Spruce, Mitchell
July 15, 2008

Presorted
First Class
U.S. Postage
PAID
Pierre, SD 57501
Permit No. 1024

South Dakota
Office of Tourism
711 E. Wells Ave.
Pierre, SD 57501

Schedule

SD Agritourism Conference
Mitchell Technical Institute | 1800 E Spruce

JULY 15

8 – 9 A.M.
Registration

9 A.M.
Welcome
Joey Hockett – SD Office of Tourism

9:15-10:15 A.M.
Jane Eckert

Morning Break

10:30 A.M. – 12 P.M.
Jane Eckert

Lunch Break

1 – 2 P.M.
Who we are

2 – 2:45 P.M.
Marketing opportunities – South Dakota
Office of Tourism & SD Regional Reps

Break

3 – 4 P.M.
Liability

4 – 5 P.M.
Panel Discussion

5 P.M.
Closing



Sponsors



Speaker

Jane Eckert founded Eckert AgriMarketing in 2001. A marketing professional with a lifetime of farm experience, Jane dedicates herself to helping farms, ranches, and tourism professionals learn more about agritourism, and how to make it profitable.

Today, Eckert AgriMarketing provides: consulting services to state agencies and private farms, education and training ranging from presentations to 3-day workshops, tourism planning, website design, educational manuals, books, and tapes to help farmers and ranchers grow their business.

In February 2008, Jane was named to the Hall of Fame by the North American Farmers' Direct Marketing Association. The association had previously honored her with the 2004 Outstanding Leadership Award. That award was presented at the February 2005 NAFDMA conference in Boston.

Raised on her family's apple orchard outside of St. Louis, Jane earned a degree

in business and went on to executive marketing positions for eighteen years.

As the former Vice President of Marketing of Eckert's Country Store and Farms in Belleville, Illinois, she developed the property into one of the most successful retail and entertainment farms in America. Today it is a top tourist attraction that draws over 500,000 guests annually. As testament to her expertise, the **North American Farmers' Direct Marketing Association (NAFDMA)** honored her as Farm Marketer of the Year in 2001.

Her professional approach to promotion, advertising, public relations and merchandising gave Eckert's a strong brand identity widely recognized and respected throughout the region. Jane is passionate about saving family farms and ranches. Her consulting services, speeches and workshops can help grow profits for farms across North America.

Registration

Please complete this registration form and mail it by July 4, 2008, along with your \$15 pre-registration fee to: South Dakota Office of Tourism, 711 E. Wells Ave., Pierre, SD 57501-3369. Make checks payable to South Dakota Tourism. Please print or type.

Name: _____
Business/Organization: _____
Mailing Address: _____
City/State/Zip: _____
Telephone: _____ Fax: _____
Email: _____ Web Address: _____

Please make copies for each additional registration. The day of the conference walk-in fee is \$20. Contact the Office of Tourism at (605) 773-3301 with any special dietary needs or questions. The Agritourism Conference will be held in a physically accessible facility. Please notify the Office of Tourism within 48 hours of the event if you have special needs.