



SCHEDULE OF EVENTS

March 11* 12-14, 2020

Ameristar Casino
Blackhawk, CO





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.

WEDNESDAY MARCH 11, 2020

CRAFT STUDIO
WORKSHOP
SUSTAINABLE TOURISM

FREE EVENT
{HOWEVER REGISTRATION IS
REQUIRED}

{9:00AM-4:00PM}

HOSPITALITY SUITE (9th FLOOR)

In 2018 alone, 27% of travelers to Colorado said that sustainability was VERY important in making their travel choices. (Up 7% from the year before). Clearly, sustainability is more important than ever to today's traveler. Dude ranches and agritourism businesses are in an ideal position to not only improve upon their own sustainable practices, but also to highlight and share that message with others. Spend a full day taking a deep dive into this fast-moving trend in Colorado. **Lunch is included!**

*Lead by Hilary Lewkowitz,
Mountain Roots Consulting– Ridgway, CO*

DINNER
ON YOUR OWN

Check out these great local restaurants:
Timberline Grill
White Buffalo Grille
Millie's Restaurant





THURSDAY MARCH 12, 2020

BREAKFAST {7:00AM-9:00AM}	FIRESIDE KITCHEN <i>Don't forget your breakfast vouchers!</i>
REGISTRATION OPEN 9:00AM-5:00PM	SUMMIT BALLROOM
CDGRA BOARD MEETING {9:30AM-12:00PM}	HIGHLANDS BOARD ROOM
WELCOME LUNCH & SPEAKER {12:00PM-1:00PM}	HOSPITALITY SUITE (9th FLOOR) <i>Conserving Colorado's Farm & Ranch History</i>
CAA BOARD MEETING (1:00PM-3:00PM)	HIGHLANDS BOARD ROOM
CAA GENERAL SESSION * {3:15PM-5:00PM}	HOSPITALITY SUITE (9th FLOOR) <i>Boots on the Ground: Collaborating on Local Ag Tourism</i> <i>Connecting Agritourism with government. Working with local officials to better address zoning, permitting, planning and taxation issues directly related to agritourism.</i>
CDGRA GENERAL SESSION* {3:15PM-5:00PM}	SUMMIT BALLROOM <i>Welcome all CDGRA Members! There are quite a few trends happening in the dude ranching industry that we will talk about today. We will also discuss membership dues and membership qualifications. You won't want to miss this 'big picture' meeting for our association!</i>
SOCIAL HOUR 5:00PM-6:00PM	HOSPITALITY SUITE (9th FLOOR)
PRESIDENT'S DINNER 6:00PM-8:00PM	HOSPITALITY SUITE (9th FLOOR) <i>We will honor our CAA & CDGRA Leadership at this dinner.</i>
ICE CREAM SOCIAL & CRAPS DEMO 7:00PM-9:00PM	UPPER POOL DECK <i>Ever wanted to learn how to play Craps without all the pressure? Come for fun and an ice cream social tonight!</i>
* = concurrent Session	



FRIDAY MARCH 13, 2020

BREAKFAST {7:00AM-9:00AM}	FIRESIDE KITCHEN <i>Don't forget your breakfast vouchers!</i>
REGISTRATION IS OPEN 9:00AM-5:00PM	SUMMIT BALLROOM
WELCOME SESSION 9:00AM-10:00AM	SUMMIT BALLROOM "C" Further: <i>A look at where Colorado Tourism is today and what is next in store.</i> <i>Cathy Ritter— Colorado Tourism Office Director</i>
COFFEE BREAK & TRADE SHOW 10:00AM-10:30AM	SUMMIT BALLROOM <i>Coffee Break Sponsored by: Dazbog Coffee</i>
KEYNOTE SPEAKER 10:30AM-12:00PM	SUMMIT BALLROOM Evolution of Colorado Farms & Ranches: <i>Ensuring Visitors Will Be Able To Experience Colorado's Western Traditions for Generations to Come</i> We will take a deep dive into what the ag-adventure visitor looks like today and how we can be forward thinking about generating new interest in the future. <i>Paul Andrews—President & CEO of the National Western Stock Show</i>
VENDOR INTRODUCTIONS 12:00PM-12:20PM	SUMMIT BALLROOM
LUNCH & TRADE SHOW 12:20PM-3:00PM	SUMMIT BALLROOM




FRIDAY MARCH 13, 2020 (CONT)

<p>ROUND TABLES 3:00PM-4:45PM</p>	<p>SUMMIT BALLROOM <i>Creative Profit Making on Your Farm/Ranch</i></p> <p>HOSPITALITY STE 907 <i>The Perfect Pitch:</i> <i>Learn about what it takes to have a great press pitch and then practice what you learn in our one-on-one “speed dating” session with some of the top PR peeps and travel writers in the state! This is your one stop shop to pitch your best stories and pick up FREE media exposure in 2020. Julie Bielenburg (Slow and Go), Caitlin Johnson (CTO PR)</i></p> <p>HOSPITALITY STE 908 <i>Herd Health & Tack Maintenance Standards:</i> <i>We will have some of the top veterinarians on hand to discuss best practices in horse herd health management and also discuss best practices of tack maintenance within the industry. Dr. Sina Parsaye (CSU Vet), Cheri Helmicki (Bar Lazy J Ranch)</i></p>
<p>SOCIAL HOUR & TRADE SHOW FLOOR OPEN 5:00PM-6:00PM</p>	<p>SUMMIT BALLROOM</p>
<p>STATE LEADERS DINNER 6:00PM-7:00PM</p>	<p>HOSPITALITY SUITE (9th FLOOR) Special Guests: <i>Representative Matt Soper (District 54), Representative Barbara McLachlan (District 59)</i></p>
<p>AFTER DINNER ENTERTAINMENT</p>	<p><i>Enjoy the Casino and the Spa at Ameristar!</i></p>





SATURDAY MARCH 14, 2020

BREAKFAST {7:00AM-9:00AM}	FIRESIDE KITCHEN <i>Don't forget your breakfast vouchers!</i>
REGISTRATION IS OPEN 9:00AM-11:00AM	SUMMIT BALLROOM
CAA GENERAL SESSION* 9:00AM-10:00AM	HOSPITALITY SUITE (9th FLOOR) <i>Agritourism Primer– Agritourism 101</i> <i>Welcome all CAA Members! We are going to start from square one in our first CAA general session of the convention. What IS agritourism? How do I start an agritourism business? And much more. Come to learn. Come to share! By Corry Mihm– CAA Exec Director</i>
CDGRA GENERAL* SESSION 9:00AM-10:00AM	SUMMIT BALLROOM <i>Vote in your 2020 Board members, approve the 2020 budget, and 'circle the wagons' for a few Hat Topics!</i>
COFFEE BREAK 10:00AM-10:15AM	SUMMIT BALLROOM <i>Coffee Break Sponsored by:</i>
KEYNOTE SPEAKERS 10:15AM-12:00PM	SUMMIT BALLROOM <i>Hitting The Mark~</i> <i>Creating a Data Driven Strategy for Marketing Success Clayton Reid (President/CEO of MMGY Marketing)</i> <i>Rubber Meets the Road– What's NEXT?</i> <i>Your marketing check-list:</i> <ul style="list-style-type: none"> • <i>FREE & Co-Op opportunities w/CTO</i> • <i>Grant Opportunities</i> • <i>Top marketing to-do's</i>
LUNCH & FAREWELL! 12:00PM	SUMMIT BALLROOM <i>Boxed lunches are available to grab and go for your drive home. We look forward to seeing you again next year!</i>
CDGRA HORSE SAFETY & TRAIL 1ST AID* 12:15PM-2:30PM	HOSPITALITY SUITE (9th FLOOR) <i>Cheri Helmicki– Bar Lazy J Ranch</i>
CDGRA MARKETING PRESENTATION* 12:15PM-1:15PM	SUMMIT BALLROOM 

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