



2021 CDGRA/CAA Annual Spring Convention & Trade Show

VIRTUAL One Day Event Agenda

March 5, 2021, 9:00AM- 3:00PM

***9:00AM-10:00AM: CDGRA General Member Session (Live)**

- **Vote for 2021 Officers**
- **Budget Approval**
- **Hat Topics (provided ahead of time!)**

***9:00AM-10:00AM: CAA General Member Session (Live)**

- **Annual Report 2020 - Sent out in Pre-Meeting Packet**
- **Agritourism around the US: Findings from a National Survey**
- **Present the Final Budget, Officers**
- **Strategic Plan - Sent out in Pre-Meeting Packet**

10:05AM-10:45AM: Covid Considerations Panel Discussion (Live Panel)

Panelist: Dr. Eric France, CDPHE's CMO

Panelist: _____ Rocky Mountain Employers Council or Michael Santo (legal rep)

- **Vaccine discussion- can you ask staff/guests to get be vaccinated?**
- **General precautions- what can/can't you ask guests/staff to do to help mitigate covid?**
- **Mitigating guest disputes on covid policy enforcement**

10:45AM-11:30AM: CTO Update (Marketing- Strategic Plan- etc) Cathy Ritter, Director, CTO

***11:30AM-12PM: VIRTUAL TOURS (Dude Ranch- Sylvan Dale or Agritourism-Deer Tree Farm)**

12PM-12:30PM BREAK- LUNCH

***12:30PM-1:00PM: Lessons learned from 2020 summer season (Live Panel)**

- **Staffing**
- **Kitchen/dining**
- **Activity Adjustments**
- **Horse Program**
- **Children's Program**

12:30PM – 1:00PM: *Regenerative Agriculture: Are You In? or Out? Have a presentation/discussion about the process and why is it starting to trend.

- **Andrea Coen - Guidestone, Harrison Topp or Dan Hobbs - RMFU**

1:00PM-1:40PM: KEYNOTE *Colorado's Pioneering Ingenuity with Jake Jabs*

- *Looking back at 45 years of doing business in Colorado. The keys to successful business development and resiliency from one of Colorado's pioneering businessmen.*

1:40PM-1:50PM: Short Break

1:50PM-2:30PM: What's New in Dude Ranching 2021

- **Talk about the 6 night stay**
- **Trends in dude ranching in Colorado**
- **Operational cost cutting**

1:50PM-2:30pm: What's New for Agritourism 2021

- **Responsible Tourism**
- **Monetizing - Mystery? Or Misery?**
- **Selling Virtually**

2:30PM-3:00PM: Closing Session (LIVE)

- **Looking to the Future with Kate Greenberg, Commissioner, Dept. of Agriculture**
- **Reinventing Dining During Covid ~ Speaker TBD**
- **Executive Directors (Courtney Frazier & Corry Mihm)- Closing**