



Free Ag-Nature Tourism Business Workshops

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SAVE THE DATE: NOV. 10, FREE AG-NATURE TOURISM WORKSHOP FOR FRESNO AND TULARE COUNTIES

NORTH FORK, CA – YOSEMITE/SEQUOIA RESOURCE CONSERVATION & DEVELOPMENT COUNCIL (Y/S RC&D) in conjunction with its sponsors and partners are pleased to announce the ***Growing Your Ag-Nature Tourism Business*** free workshop series for Ag-Nature entrepreneurs in Fresno and Tulare Counties.

The first of three workshops will be on Thursday, November 10, 2011 from 9a.m. to 5 p.m. at the Tulare County Board of Supervisors Chambers (2800 W. Burrell Avenue, Visalia CA). These workshops, funded by the Sierra Nevada Conservancy, have been specifically designed for farmers, ranchers, bed and breakfasts, wineries and other outdoor, recreational and nature entrepreneurs within Fresno and Tulare counties.

The November 10th workshop will include speakers, presenters and panelists who have found success cultivating Ag-Nature Tourism enterprises. Topics to be presented will include: (1) Exploring if Ag-Nature Tourism is Right for You, (2) Creating a Business Plan, (3) Legal Issues and Risk Management, (4) Marketing Your New Endeavor, and (5) Tools and Resources to be Successful.

The November 10th workshop will be followed by two additional full day components - one in Fresno County and one in Tulare County (date to be determined). Here participants will go on a

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working model tour of existing Ag- Nature business and learn the ins-and-outs of running a successful Ag-Nature business.

YS/ RC&D will be utilizing their website as well as social media techniques to assure that all participants have easy access to all training materials before and after the workshops. In addition, participants will have access to the Central Valley Business Incubators (CVBI) planning portal, VIP (Virtual Incubator Program) for 12 months (\$100.00 value per-participant). Major emphasis will be placed on providing all attendees access to personalized one-on-one business counseling services provided through the CVBI Small Business Development Center (SBDC).

Y/S RC&D is a quasi governmental nonprofit organization that focuses on natural resource conservation and economic development practices. It is the mission of Y/S RC&D Council to promote the quality and aesthetic values of our cultural, environmental, and recreational resources by improving quality of life through diverse sustainable economic development. The Council serves the foothill communities of Fresno, Madera, Mariposa and Tulare counties within the Southern Sierra Nevada region and has over 30 partners including; County Boards of Supervisors, Resource Conservation Districts, Fire Safe Councils, Tribal Governments and other environmental and community development organizations.

CVBI is the regional resource within the San Joaquin Valley for entrepreneurs wishing to start or expand an enterprise. CVBI runs a number of programs including the Small Business Development Center (SBDC) directed at economic development through entrepreneurship and is focused on the growth and expansion of businesses across industries. SBDC consultants have expertise in the areas of finance, government procurement, business certification, marketing, general management, human resources, and legal issues facing businesses.

For more information regarding the *Growing Your Ag-Nature Tourism Business* Workshop, please visit www.facebook.com/agtourworkshops2011 and click “Like” to receive regular updates on planning, registration and much more.

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