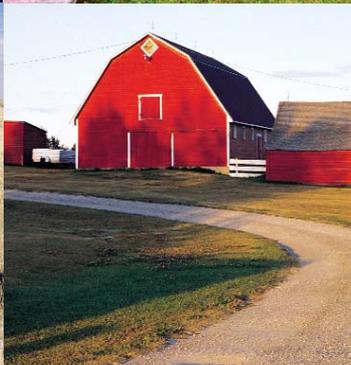




**HARVEST THE TALENT...  
GROW THE CLUSTER!**

a one day conference to showcase  
ag tourism cluster successes



February 8, 2006  
Bon Accord, Alberta or

February 10, 2006  
Okotoks, Alberta

*Register early  
limited seating!*





## WHAT IS AN AG TOURISM CLUSTER?

A cluster is a group of like-minded stakeholders and operators who come together to increase the profile for their operations and geographic area, along an ag tourism theme. Alberta Agriculture, Food and Rural Development's staff and partners are currently working proactively with seven ag tourism clusters in the province – Northeast Alberta, Rural Edmonton, Red Deer, North Calgary, South Calgary, Southwest Alberta, and South Central Alberta.

## WHO SHOULD ATTEND THIS CONFERENCE?

If you are involved with or have an interest in ag tourism cluster development, then this event is for you – ag tourism operators, stakeholders and partners.

## WHAT'S IN IT FOR YOU?

- Discover new ways to drive customers to your farm or event.
- Pick up unique marketing, sponsorship and "theming" ideas.
- Learn how to increase awareness and exposure for your events and activities.
- Find out new ways for your cluster to generate dollars.
- Hear about ways to keep the momentum going in a new cluster.
- Network with ag tourism clusters from Alberta and beyond.

## REGISTRATION

To register please see the separate registration form, contact the Camrose Regional Exhibition at 1-800-296-8112, or go to [www.agtourism.ca](http://www.agtourism.ca).

### **Registration deadline – February 1, 2006**

#### **Early bird registration**

Before January 13, 2006 – \$50 (without the Country Supper – \$40)

After January 13, 2006 – \$60 (without Country Supper – \$50)

All registrations include GST.



## ROAD MAP FOR THE DAY

### 9:00 a.m.

Arrival, registration and refreshments

### Morning

#### Virtual Familiarization (FAM) Tour

Take a “virtual” tour through some of North America’s most unique ag tourism cluster events and activities. Guest presenters include:

- **Strolling of the Heifers** – a multi-faceted ag tourism event in Vermont, USA, drawing 30,000 participants in its third year!
- **Rural Ramble** – a veteran driving route event in Ontario, Canada, boasting unique promotions and a great mix of ag tourism operations.
- **Loudon County Farms** – a fall farm tour in Virginia, USA, that’s evolved into a sophisticated array of ag tourism cluster activities, packages and promotions.
- **Alberta’s own ag tourism cluster successes** – the Visit the Country driving guide, Taste of the High Country regional cuisine event and much more.

### Lunch

#### Alberta Showcase

Experience life as a travelling consumer in a virtual ag tourism cluster – “shop and eat” through a food and retail showcase.

### Afternoon

#### “Drive” the Cluster

Grab your virtual map and take an armchair tour through our clusters. Meet the guest presenters face to face in small bear-pit style sessions.

Choose three sessions from 15 topics, which include:

- attracting sponsors
- incorporating “edutainment”
- organizing FAM tours and driving routes
- producing an appealing guide
- and much more

### 4:00 p.m.

#### Celebrate the Experience

A summary and wrap-up of the day

### 5:00 p.m.

#### Regional Cuisine Country Supper

Tantalize your taste buds and your mind as you share in the bounty of an old-fashioned country supper and listen to the stimulating words of noteworthy guest speakers.

- **At Bon Accord** –  
Mary Bailey  
Editor, Edmonton City Palette magazine
- **At Okotoks** –  
dee Hobsbawn-Smith,  
Food Writer, Chef, Author

## CONFERENCE DATES & LOCATIONS

### Wednesday, February 8, 2006 – Bon Accord

Lily Lake Village Resort

57413 Lily Lake Road

Legal, Alberta

Phone: (780) 921-3441

[www.lilylakeresort.com](http://www.lilylakeresort.com)

Directions: Half an hour north of Edmonton.

Turn north on Lily Lake Road off Highway 28.

### Friday, February 10, 2006 – Okotoks

Foothills Centennial Centre

#4, 204 Community Way

Okotoks, Alberta

Phone: (403) 938-2907

[www.town.okotoks.ab.ca](http://www.town.okotoks.ab.ca)

Directions: Twenty minutes south of Calgary.

Turn east at the Tim Hortons off Highway 2A.

Then turn right off Woodgate Road.

## ACCOMMODATIONS

### Bon Accord

Lily Lake Village Resort

Price: \$99.95 (single), \$119 (double) + tax

Phone: (780) 921-3441

Toll Free: 1-888-921-3441

### Okotoks

Best Western Okotoks Lodge

(a block of rooms has been held

until January 9, 2006, under

"Harvest the Talent")

22 Southridge Drive

Price: \$94.00 + tax

Phone: (403) 938-7400

Toll Free: 1-877-938-2468

Okotoks Country Inn

Toll Free: 1-877-938-3336



**Don't forget to bring brochures for your ag tourism cluster events and activities to share at the "take-one" table.**