

ENTREPRENEUR

Workshop



in Adventure Tourism
July 21 - 22, 2009



trailsrus.com/atconference09

Presentations

ATV, Lodging & More - Offering a Full Package in WV
- Woody Duba, Pine Haven Cabins & Burning Rock ATVs

Making an Economic Impact through Adventure Tourism
- Peter Hackbert, Berea College

Wildlife Brings Big Dollars to Communities
- Jamie Cook, KY Dept. of Fish & Wildlife Resources

Economic Impact of Hatfield & McCoy Trails
- S.A.M. Events

Combining Lodging, Canoeing & Food:
Unique Marketing Strategies
- Hatfield & McCoy River Rats

Developing a County-Wide Adventure Tourism
Park System - Judge Randy Thompson

Starting a Business that Combines Horses & Elk
- Bernice Amburgey

Starting Your Own Hunting Guide Service
- Gary Linden, Wild Country Guide Service

How to Market Your Trails
- S.A.M. Events /Hatfield McCoy Trails

How to Make Money by Climbing the Walls
- Kathy Meyer

Case Study: Finding Funding for Cabins or Other
Adventure Tourism Initiatives

Adventure Tourism Signage for Counties
Developing a Blueways Trail System

Directions



Buckhorn Lake State Resort Park is 25 miles northwest
of Hazard at 4441 Ky Hwy 1833, Buckhorn, KY 41721.

From I-75, go east on Hal Rogers Parkway to Hwy 15
North at Hazard to Hwy 28 West.

From Hwy 23, take Hwy 80 west to Hwy 15 at Hazard to
Hwy 28 west.

SIGN ME UP TO ATTEND

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

_____ Please find enclosed check for \$20 for the Entrepreneur Workshop in Adventure Tourism.

_____ Elk Tour, Tuesday Night

_____ Elk Tour, Wednesday Morning

RETURN W/PAYMENT TO: WMTB Corporation | P.O. Box 51153 Bowling Green, KY 42102 | (270) 781-6858

An Entrepreneur Workshop has been scheduled for those interested in starting an Adventure Tourism business.

The two-day workshop will run from:

July 21 from 1 - 5 pm

July 22 from 8:30 am - 12 Noon

at Buckhorn Lake State Resort Park

Call for room reservations - (606) 398-7510

WORKSHOP FEE: \$20/per person



**Scholarships available to help cover costs of lodging. Call (270) 792-5300 for details.*

Partners

Kentucky Cabinet of Tourism, Arts & Heritage

Kentucky Tourism Council

Kentucky Department of Fish & Wildlife Resources

Kentucky Association of County Officials

Office of Lt. Governor

Adventure Tourism Program

Berea College

Knott County Tourism Commission

SEKTA

One Step Forward

WMTH Corporation

This workshop has been made possible through a flexi-grant from the Appalachian Regional Commission and the Kentucky Department of Local Government.

Agenda

(See presenters on back)

July 21, 2009: 1 pm - 5 pm

1:00 PM	Welcome
1:20 PM	Speaker
1:40 PM	Speaker
2:00 PM	Break with refreshments
2:20 PM	Speaker
2:40 PM	Speaker
3:00 PM	Speaker
3:20 PM	Speaker
3:40 PM	Speaker
4:00 PM	Speaker
4:20 PM	Speaker
4:40 PM	Speaker
5:00 PM	Adjourn
6:00 PM	Cook-Out
7:30 PM	Guided Elk Tours (Optional) <i>(Guided Tours compliments of KDFWR)</i>



July 22, 2009: 8:30 AM - 12 Noon

6:15 AM	Elk Tours (Optional)
8:30 AM	Round table discussions and one-on-one sessions <i>(Continental Breakfast available)</i>
10:15 AM	Break <i>(Refreshments available)</i>
10:30 AM	Discussions and continue sessions with presenters
11:30 AM	Door Prizes
12:00 Noon	Adjourn

Kentucky
UNBRIDLED SPIRIT

Refreshments/Cookout Menus

July 21	BREAK Cookies, brownies, coffee, sodas & bottled water
July 21	COOKOUT BBQ Spare Ribs Grilled Chicken Breasts Rolls Condiments & Drinks Corn on the Cob Green Beans Fried Apples
July 22	BREAKFAST Coffee, juice, danish, muffins, ham/sausage biscuits & fresh fruit
July 22	BREAK Cookies, brownies, coffee, sodas & bottled water

