

FEB 21
2024
8AM - 1PM

AGENDA

08:00 AM **Check In & Networking** (Corron Event Center)

08:30 AM **Welcome** (Corron Event Center)

FINANCIAL BEST PRACTICES

(Room TBA)

08:45 AM **Cost Sharing Opportunities & Best Practices**

Allyson Ponn Lord Fairfax Soil & Water Conservation District
Jeanette Smith USDA Farm Service Agency
Brent Barriteau Natural Resources Conservation Service

PROTECTING YOUR BUSINESS

(Room TBA)

08:45 AM **Depreciation of Equipment & Tax Considerations**

David Henning YHB - Yount, Hyde & Barbour

AGRITOURISM

(Room TBA)

08:45 AM **Virginia Tourism Corporation Opportunities**

Kelli Weaver Virginia Tourism Corporation

09:45 AM **Marketing & Financial Assistance**

Heather Wheeler Virginia Department of Agriculture and Consumer Services

09:45 AM **Structuring Your Business & Estate Planning**

Kevin McKannan Glenloch Legal

09:45 AM **Local Tourism Initiatives**

Justin Kerns Winchester-Frederick County Convention & Visitors Bureau

Jenna French Shenandoah County Tourism & Economic Development

10:45 AM **Strategizing Your Business**

Christine Kriz Laurel Ridge Small Business Development Center

10:45 AM **Insurance Considerations**

Jason Wisecarver Horizon Farm Credit

10:45 AM **Your Business as a Destination**

Katie Mercer Town of Woodstock

Amber Smoot Town of New Market

11:45 AM **Lunch / Networking** (Corron Event Center)

12:15 PM **Keynote** The Economic Outlook of Agriculture in Virginia & the Northern Shenandoah Valley
Matthew Lohr Virginia Secretary of Agriculture and Forestry (Corron Event Center)