



NEWS RELEASE October 14, 2014

Celebrating our 20<sup>th</sup> Year!

## FARM SAFETY & MARKETING EDUCATION DAY

10-14-14 – With the Limited Liability Law (Act 269) now in place, the Wisconsin Agriculture Tourism Association will be hosting a Farm Safety & Marketing Education Day at the Riveredge Nature Center, 4458 County Highway Y, Saukville, WI on Wed., November 12th from 12:00 noon to 4:00pm. You're welcome to bring your own lunch.

### Featured speakers:

**Marsha Salzwedel**, Agricultural Youth Safety Specialist for the National Children's Center for Rural and Agricultural Health and Safety in Marshfield. Her session will be very interactive, with lots of discussion and sharing of information. Session content will include the types of activities typically found on Agri-Tourism farms and discussion of the associated safety issues, including what to do to increase compliance with the new liability law. Participants will be able to share what they "worry about" or "wonder about" when it comes to their farm, regarding guests and safety.

**WATA President Steve Peterson** and **Rep. Lee Nerison**, Chair of the Assembly Ag Committee and co-author of the Limited Liability Law Act 269 will explain the making of the law and what it means to all Ag-Tourism destinations in the State. Act 269 Compliance signs will also be available for sale at the event as well.

**Lois Federman**, Senior Agricultural Marketing Specialist with the Wisconsin Department of Agriculture, Trade and Consumer Protection in Madison directs "Something Special from Wisconsin" – a branded marketing program, which was founded in 1983 to assist Wisconsin companies increase their brand presence locally, regionally and nationally. Currently over 500 Wisconsin companies are program members. Lois will outline programs that Ag-Tourism destinations can utilize in their marketing efforts.

**Southeast Regional Tourism Specialist Dave Spiegelberg** from the Department of Tourism staff will present marketing opportunities for you along with tips on customer service and trends in the tourism industry.

**UW-Extension** will share data and studies of tourist trends in the industry and give you some insights on what the tourist is looking for when traveling around the State.

Admission is **FREE!** For more information or to reserve your seat today you can email [info@wiagtourism.com](mailto:info@wiagtourism.com) or call 608-343-0201.

