

**FOR IMMEDIATE RELEASE**

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### **AGRI-TOURISM SEMINAR TO BE HELD IN MARSHALL NOV. 19**

**Marshall, Mo.** (October 5, 2009)—Missouri Valley College, along with the Old Trails Regional Tourism Partnership, and Pfoodman will host an agri-tourism seminar Nov. 19, 2009, from 10 a.m. to 3 p.m. in the Ferguson Center's R. Wilson Brown room on the MVC campus.

*Growing Profits Through Agri-Tourism* will cover topics including; agri-business and current trends, review of national and international agri-tourism models, how to move the Old Trails Region forward and strategies for future success in agri-business.

"A key component of the Old Trails Regional Tourism Partnership's strategic plan is to provide educational opportunities to its members and the region," said Donna Brown, Old Trails Regional Tourism Partnership board member. "We are confident this seminar will prove to be beneficial to anyone interested in agri-tourism and will help further the development of the Old Trails Region."

The seminar includes a keynote presentation by Kelli Hepler, a noted specialist in agri-tourism development. Hepler comes to the Old Trails Region from western Colorado where she used her strengths in marketing, art, and tourism to reshape the marketing of western Colorado as a destination region.

Hepler was the first recipient of the *Advancing Colorado Governor's Award* for her agri-tourism initiatives. Kelli has been a featured speaker on tourism for state, regional and national audiences.

Agricultural producers, tourism advocates, and city and county officials are all encouraged to take part in the agri-tourism seminar.

Reservations can be made by contacting the Saline County Extension Center at (660) 886-6908. Registration cost is \$15 and includes all seminar materials and lunch, which is provided by Pfoodman. The deadline for reservations is Friday, Nov. 13.

One of Missouri Valley College's newest programs is hospitality and tourism management. The program is dedicated to providing students with practical, real-world experience in the industry. The goal of the program is to teach students how they can contribute to the sustainability of local communities through the development of tourism and use of local products and talents.

#### **ABOUT MISSOURI VALLEY COLLEGE**

Missouri Valley College is a liberal arts college that provides educational, social and cultural experiences in a decidedly Christian environment. Established in 1889, MVC offers over 30 majors and 7 pre-professional programs, and 15 sports. The most popular majors include education and business, and the newest majors are nursing, graphic design, dance, and hospitality/tourism management, which will begin in Fall 2009. The liberal arts heritage focuses on scholarship, critical thinking and academic excellence to prepare students to become members of a responsible citizenry. For more information, call (660) 831-4000 or visit [www.moval.edu](http://www.moval.edu).

#### **ABOUT PFOODMAN, INC**

Pfoodman Holdings, LLC is a food service management and consulting company with an expanding presence in the food service (more specifically, restaurant) industry. The business has grown rapidly since its founding and in particular, the past two years have seen significant growth. More importantly, the company has spent the past several years laying the foundation for a future with very aggressive growth. The company is in the “good food” business and this has become a hallmark of their programs. Accounts include higher education, K-12 private schools, senior living, corporate dining, restaurants, and a consulting practice; which includes design work and branding programs. The company is known for innovation, having a unique culture, and quality operations. Pfoodman also has a reputation for building strategic partnerships with customers, suppliers, and others to produce a “win/win/win” for all parties. Execution, “over-delivery”, and excellence are all part of the fabric of the company.

#### **ABOUT OLD TRAILS PARTNERSHIP**

The Old Trails Regional Tourism Partnership is a grassroots organization whose goal is to promote economic development and entrepreneurial opportunities related to tourism among the communities in the Missouri River Valley of west central Missouri. One of the partnership’s initiatives is to promote marketing of regional wine and food products using labels of origin. In combination with economic, cultural, historical, natural, recreational, scenic and educational assets, labels of origin can greatly enhance economic development and tourism potential. A second major focus is the designation of a route through the region as a National Scenic Byway that will provide a gateway to scenic and historic sites, unique products and other attractions. Membership in the Partnership is open to all individuals and organizations with an interest in these goals. For more information, contact: Donna Brown, 660-584-6771, [ecdevdir@ctcis.net](mailto:ecdevdir@ctcis.net)

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