



WATA wishes our members a happy holiday season!
We are stronger together.

Save the Date!!

March 5th 10 a.m. WATA Member Benefits / Annual Meeting

Wisconsin Agricultural Tourism Association Annual Meeting- Moving Forward in 2025.
Meeting links will be emailed to members on March 4, 2025.

SCHEDULE:

Sunday, January 26, 2025 Trends in Agricultural Tourism Track
~1-4 pm “Trends In Tourism; cultivating your social media platforms.”
~NEW Hands-on Workshops – Bring your devices; laptop, tablet, mobile phone

- ~1:00 - 1:30 pm — Facebook
- ~1:35 - 2:15 pm — LinkedIn
- ~2:20 - 2:50 pm — Instagram & TikTok
- ~2:55 - 3:25 pm — Pinterest
- ~3:30 - 4:00 pm — Email Marketing

2025

Growing Wisconsin Conference

(Formerly known as Wisconsin Fresh Fruit and Vegetable Conference)

Harvesting Knowledge, Cultivating connections,
Producing quality and Promoting success



January 26-28, 2025 | Wisconsin Dells, WI

*Panelist will also be available to answer, “Trends In Agricultural Tourism; Cultivating your Social Media Platforms” workshop attendees’ questions during the Monday January 27, 2025 Round Table Sessions 4:30 – 5:30 pm in the Trade Show Area.

Monday, January 27, 2025, Trends in Agricultural Tourism Track

~8-9 a.m. "Trends in Agricultural Tourism: Collaborative Marketing; Events & Bus Tours."

~9:15- 10:15 a.m. "Trends in Agricultural Tourism: Getting Started or Leveling Up your Offerings; WATA's Peer-to-Peer Mentoring Program."

~10:30-11:30 a.m. "Trends in Agricultural Tourism: Farm Diversification; Leadership from the Next Generation."

~11:30 a.m. – 12:15 p.m. Lunch Networking (45 minutes) Trade Show Area

~12:15 – 1 p.m. Wisconsin Department of Revenue Updates on Alcohol Laws Presentation

~1:10 p.m. – 1:40 p.m. Q & A Session on Alcohol Laws (Conference Room)

~1:10 p.m. – 1:40 p.m. Round Tables (trade show area)

- 1) Facebook & Pinterest
- 2) LinkedIn
- 3) Instagram & TikTok
- 4) Email Marketing
- 5) Farm Stays
- 6) What Wisconsin Agricultural Tourism Association can do for you
- 7) Food on the Farm
- 8) Google Reviews

~2-3 p.m. Trends in Tourism; Cultivating Partnerships; 2025 Draft Corn Maze Experience

~3:15- 4:15 p.m. Trends in Tourism Farm Diversification; Ice Cream & More

~4:15 p.m. – 6 p.m. Social and Cash Bar in Trade Show Area

~4:30-5:15 pm. Round Tables/WATA Networking in trade show area

- 1) Facebook & Pinterest
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- 8) Peer to Peer Mentoring Program

(continued on next page)

Tuesday, January 28, 2025, Business Strategies/Tourism

- ~8 a.m. – 9 a.m. Trends in Agricultural Tourism: Protecting Your Assets, Insurance, Business Structures, Limited Liability Law
- ~9:15 a.m. – 10:15 a.m. Trends in Agricultural Tourism: Transitioning to Selling Alcohol at your Agricultural Tourism Destination
- ~10:30 – 11:30 a.m. Department of Revenue Update Alcohol Laws – Private Event Venues
- ~1:00 p.m. Conference & Trade Show Adjourns

Register today.

Registration open Sunday at Noon, Monday & Tuesday at 7AM.
Member Registration - \$85 / Person
Non-Member Registration - \$95 / Person
On-Site Registration Additional \$15 / Organization
Rooms have to be reserved prior to December 20, 2024.

In The News...

Over the weekend, Sheila Everhart, Executive Director of WATA, and Jean Bahn, Director of WATA and Farmer-Owner of Farmview Event Barn, presented information on the benefits of becoming a member of WATA at the Wisconsin Farmers Union 94th Annual Convention in the Wisconsin Dells.





2025 Peer to Peer (P2P) Mentoring Program SCBG23-10

Go WI Ag Tourism

“Mentoring is a brain to pick, an ear to listen, and a push in the right direction.”

John C. Crosby

Get 1-to-1 guidance from an experienced agricultural tourism destination owner/manager who can help you:

- Learn best practices for your type of agricultural tourism farming operation
- Prepare your agricultural tourism farm/operation for guests & direct to consumer sales
- Move your agricultural tourism farming operation forward with experienced guidance

This learning experience involves a mentor who is an experienced agricultural tourism farmer and a mentee (farmer) who is seeking agricultural tourism knowledge and guidance through online and of-line sessions.

Structured around specific goals, current trends, and best practices. This educational opportunity will help ambitious farmers plan, pilot and evaluate their future possible revenue streams generated from the agricultural “direct-to-consumer” business model / market.

- December 2-14, 2024 Mentor application period
- December 15-20, 2024 Selection & Matching Process will take place
- December 20, 2024 Mentees/Mentors will be notified
- January 26, 2025 Informal Face-to-Face Meeting 11:30 am – 12:30 pm WI Dells
- First Virtual Meeting February 5, 2025 6:30 – 7:30 p.m.

Mentee farmers register online to become a WATA member to participate in the program, which includes participation in (P2P) mentoring program; 2025 WATA Member benefits.

Membership payment is due upon acceptance into the program. This program will be limited to 12-15 Mentee farmers.

The 2024 P2P Mentorship Program, which runs from January 26, 2025 – March 26, 2025.

For more information – click GoWiAgTourism.com

This P2P mentoring program is a program of work for U.S. Department of Agriculture (USDA) Specialty Crop Block Grant SCBG23-10. Program contents are solely the work of the administering grant awardee and do not represent the views of the USDA or DATCP.

2025 Membership Renewal

Don't Miss Out...Renew Today!

The Wisconsin Agricultural Tourism Association (WATA) would like to **invite you to continue your support of Agricultural Tourism** by being a 2025 member. Make sure we receive your 2025 membership promptly as 2025 will be another banner year. Events will start in January 2025. Take a minute to create, review and update your membership application features. Be sure to let visitors know what is new for your destination in 2025. Mark your calendar as our statewide promotion of Wisconsin Agricultural Tourism Fall Season, September 18 – October 31, 2025.

Annual Membership Fee \$125.00 (Membership runs Jan – Dec 2025)

Simply go to www.wiagtourism.com/membershipform to complete renewal today!

Thank You for Your Support!

WATA Membership is an investment in your Agricultural Tourism Destination!

Be sure to renew in 2024 to take advantage of 2024 tax benefits.

Reasons to Join WATA in 2025...

First reason why more and more farmers are joining the Wisconsin Agricultural Tourism Association: Our updated website helps individuals and families find Wisconsin's agriculturally based adventures. The user-friendly [WATA website](#) makes it easy to find corn mazes and pumpkin patches, event barns, petting zoos, U-pick opportunities, or vineyards. Want to take a pasture walk, meet sheep, or cut down a Christmas tree? This website makes it easier for consumers to locate tourism opportunities across the entire state. Join WATA and have your destination added to the Wisconsin Agricultural Tourism Association Website.

Second reason why farmers value their WATA membership: Wisconsin Agricultural Tourism Association advocates for regulations that can help farmers and growers open their operations to visitors year round. WATA engages with various state level leaders and departments to promote a business environment that will make it possible to expand tourism opportunities. WATA worked to establish Wisconsin Act 269; find more facts [here](#).

Third reason WATA members join and renew their memberships year after year: As a WATA member, you'll have access to member-only educational webinars, monthly newsletters and conferences that will help and support the growth of your business. For example, how do you price entry fees for your activities? What are the regulations around selling food? And what about using social media? Because of our strong partnerships with farm organizations, the Wisconsin Department of Tourism, the Department of Agriculture, Trade and Consumer Protection, and other agencies, WATA provides members with updates about many factors affecting tourism.

Join or Renew Your WATA Membership [online](#). Then register for member-only educational webinars and conferences. Registration is now open, for WATA's 2025 online Agricultural Tourism Educational series: Enhancing and Growing your Agricultural Tourism Destination.

WATA is...

An organization that can help you find other farmers with knowledge and experience that are willing to share what they've learned. Ultimately, the Wisconsin Agricultural Tourism Association is about offering information, connections, and advocacy that will help you as you work for your success, growing and enhancing your Agricultural Tourism Destination.

Thank you for your time and promptness in renewing your 2025 Membership. Please don't hesitate to contact Sheila Everhart, WATA Executive Director, with any questions or comments. She can be reached at (608) 774-1354 or director@wiagtourism.com.

Make sure to check out our [Wisconsin Agricultural Tourism Facebook](#) page!

Are you interested in serving as a WATA Board Member?

WATA will have elections for Board Positions March 2025.

Please contact/text Sheila at (608) 774-1354 if you are interested in being a candidate.

Upcoming Events...

- January 6-7, 2025 Wisconsin Association of Fairs Conference/Trade Show - Wisconsin Dells
- January 26-28, 2025 Growing Wisconsin Conference - Wisconsin Dells
- February 21-22, 2025 Marbledseed Conference/Trade Show - LaCrosse
- March 5, 2025 Annual WATA Meeting 10:00 am via Zoom
- March 9-12, 2025 Wisconsin Governor's Conference on Tourism - LaCrosse
- June 12-14 2025 Classic Green Reunion - West Bend
- June 13-15, 2025 International Peony Festival - Beaver Dam
- August 5, 2025 Wisconsin State Fair - Milwaukee



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