

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.

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 or director@wiagtourism.com if you are interested in being a candidate. The Board Meets at 9 am via Zoom for approximately 45 minutes. 2025 Board Meetings are scheduled for April 16, May 14, June 11, July 16, Aug 13, Sep 10, Nov 12, Dec 10 (No Oct Mtg).



**Please complete survey
before February 15, 2025**

[2025 WATA Member Survey](#)



We are very excited about 2025. Agricultural tourism on the rise in Wisconsin, and WATA is working hard to help its members -- YOU -- grow your on-farm tourism enterprises.

For example, in 2023 we launched a two-year campaign that placed dozens of large, red signs in highway rest stops and information centers all across the state. Visitors are using the QR code on those signs to reach WATA's user-friendly website, and, thereby, finding your farm!

WATA continues to market our member farms, provide networking and educational opportunities, and advocate for policies and regulations that will help your efforts. Now, we need to learn more about your needs and interests as we look forward. Please fill out this online survey to help inform our programs and partnerships in 2025, and beyond.

WATA Lunch & Learn March 20, 2025

Join the Wisconsin Agricultural Tourism Association for From Field to Field Lunch & Learn. Learn strategies to promote your attraction before, during and after the 2025 Draft in Green Bay April 24-25.

LUNCH & LEARN
03.20.25

FROM FIELD TO FIELD
Strategies to promote your destination during the 2025 Draft in Green Bay!

10 a.m. - Check-in
10:15- 11:45 - Learning Workshop
11:45-12:15 - Catered Lunch
12:30 p.m. - Travel to Lambeau Field
1-3 p.m. - Legendary Stadium Tour
3-5 - Hall of Fame Tour

\$60 MEMBERS | \$185 NON-MEMBERS

NICK MEISNER
VP of Digital Marketing & Communications
Discover Green Bay

ANNA JACOBSEN
NFL Draft Intern
Green Bay Packers

AARON POPKEY
Director of Public Affairs
Green Bay Packers

WATA
WISCONSIN AGRICULTURAL TOURISM ASSOCIATION
Your adventure starts here.

March 20, 2025

Discover Green Bay Visitors Center, Lambeau Field & the Hall of Fame

Cost: **\$60** WATA members **\$185** non-members

Make check payable to WATA and mail check and registration below to

WATA 4618 West County Road A, Janesville, WI 53548

Registration Deadline: March 9, 2025 No refunds after March 12, 2025.

(continued below)

Lunch & Learn Schedule:

~10 a.m. Check-in Discover Green Bay Visitor’s Center Education Conference Room [1945 Argonne St.](#)

~10:15- 11:45 Workshop Nick Meisner, Vice President of Digital Marketing and Communications of Discover Green Bay will customize a Digital Marketing & Communications presentation on how Agricultural Tourism Destinations can capitalize on the Drive Market going to and from the 3-day 2025 Draft April 24-26, 2025. As well as marketing tips before and long after the Draft.

~11:45-12:15 Catered Lunch - five varieties of sub sandwiches, chips, cookies & beverage

~12:30 p.m. Travel to Lambeau Field – 1265 Lombardi Avenue

~1-3 p.m. Legendary Stadium Tour with Exclusive Meeting with Aaron Pokey, Directive of Public Affairs, Green Bay Packers and Anna Jacobsen, NFL Draft Intern Green Bay Packers

~3-5 p.m. Hall of Fame Tour 13-Time World Champions **5 p.m.** Depart for Home

**Deadline to Register to attend this event is March 9, 2025.
Cost for WATA Members \$60. Cost for non-members \$185**

Cost includes Digital & Social Media Workshop presentation from Discover Green Bay; workshop materials; networking; box lunch (subs, condiments, chips, cookie and beverage); Lambeau Field Tour & Hall of Fame admission with an exclusive session with the Packers Draft Staff.

_____ [print, clip & mail registration form](#) _____

Make Checks payable to WATA. Registration Deadline [March 9, 2025](#)

*Mail Registration and Payment to:
WATA 4618 West County Road A, Janesville, WI 53548*

Cost for WATA Members \$60

Cost for non-members \$185

Cost includes training workshops, materials, networking, box lunch, beverage, morning & afternoon refreshment breaks, Lambeau Field Tour & Hall of Fame admission with an exclusive session with the Packers Draft Staff.

WATA Member (s) _____ @\$60 /Person Non Member _____ @\$185/Person

Name (s) _____

WATA's Marketing Campaign continues to Drive Visitors to Your Farm

The Wisconsin Agricultural Tourism Association continues with our statewide push to get more visitors to members' farms, event barns, vineyards, petting zoos, and tree farms.

Large, easy-to-read signs boasting LUV-R-AG and smart-phone friendly QR codes were placed at highway rest stops and visitor centers from Hurley to Kenosha, Ashland to Beloit, Superior to Platteville, and Menominee to La Crosse. Travelers will be able to see the signs, use the QR code, and find their next ag-venture. Take a minute to view the videos created:

[LUV R AG scan the QR code](#) [Family Fun on the Farm](#)

[Plan your Ag-Venture Today](#) [Napa Valley of the Midwest](#) [Wisconsin Farm Weddings](#)

Enhancing and Growing your Agricultural Tourism Business

-Educational Series-

This online Educational Series is a free membership benefit.

~Available 24/7

~Members Only Page

~Member Generated

~ 20 new Podcasts

[GoWIAgTourism SCBG23-10 Podcasts](#)

Educational Webinar Series



WIAGTOURISM.COM

Owning your own Agricultural Tourism Destination can be challenging and rewarding at the same time. Join WATA and spend the off season exploring, planning, rejuvenating, networking and boosting your creative entrepreneurial spirit. Production is happening now; check wiagtourism.com for updates.



Upcoming WATA Events ...

- ~February 15, 2025 - 2025 WATA Member Survey due
 - ~February 21-22, 2025 Marbleseed 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
 - ~August 15, 2025 WI Christmas Tree Producers Summer Conference- Merrill
 - ~September 18 – October 31, Wisconsin Agricultural Tourism Fall Season
-

News to Know...

~2025 Membership Renewal Campaign – [2025 online WATA Membership Renewal Form](#)

~The Growing Wisconsin Conference by the numbers

~513+ attendees

~178 vendors

~1 Taste of Wisconsin Wine Dinner

~5 Educational Tracks

~10 Trends in Agricultural Tourism Track Sessions

~Sunday Hand-on Marketing Workshop- 25 attendees (MKT)

~Session 1- 50 attendees (Bus Tours/Tourism Trends)

~Session 2- 48 attendees (Mentorships/Internships)

~Session 3- 50 attendees (Collaborative Marketing/ International Events)

~Session 4- 68 attendees (DOR)

~Session 5- 51 attendees (Corn Maze/ 2025 Draft)

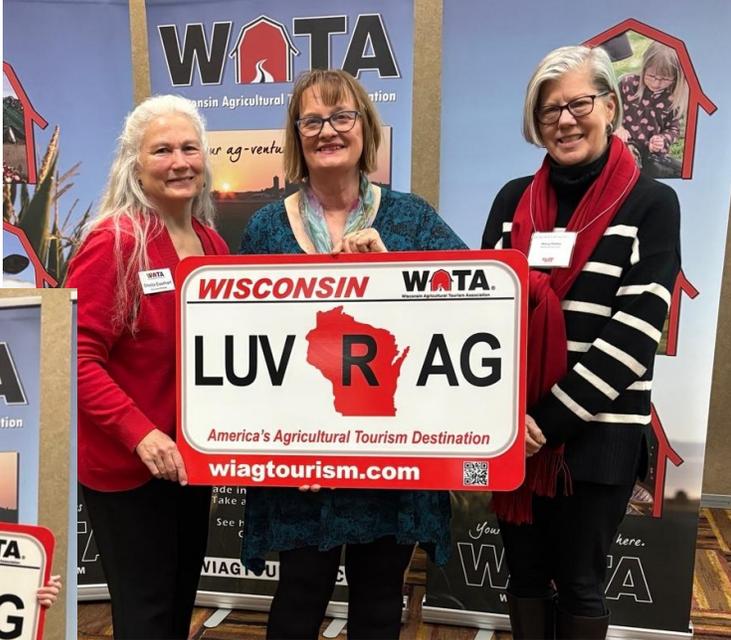
~Session 6- 68 attendees (Farm Diversification – Ice Cream)

~Session 7- 35 attendees (Protecting your assets /Insurance)

~Session 8- 36 attendees (AEV's Selling alcohol or not)

~Session 9- 45 attendees (DOR)

Thank you Melissa Brand, Executive Director Wisconsin Apple Growers Association for hosting the conference. Picture collage from The Growing Wisconsin Conference below.







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AMERICA'S #1 AG NEWS SOURCE

