

**BUSINESS PLAN DEVELOPMENT & LEGAL CONSIDERATIONS
FOR OUTDOOR BUSINESSES WORKSHOP**

**U of A Rice Research and Extension Center
Stuttgart, AR – February 22, 2012**

Agenda (Tentative)

- 8:00 a.m. **Registration**
- 9:00 a.m. **Welcome**
Grant Beckwith (Arkansas County Cooperative Extension Service)
- Revenue Potential from Natural Resource Enterprises**
Dr. Becky McPeake (University of Arkansas)
- Business Plan Development**
Dr. Daryl Jones (NRE Program Director, MSU)
- 10:00 a.m. **Break**
- Using Social Media to Promote Your Business**
Megan Knight
(Interactive Marketing Director- FLEX360- Arkansas Business Publishing Group)
- Liability and Legal Considerations**
Attorney Elizabeth Skinner (Arkansas County)
- Real-Life Example**
Jay Wright, Wright's Shur-A-Shot
- 12:00 p.m. **Lunch**
- Developing a Business Plan (group activity)**
Dawn Manning
- 2:15 p.m. **Break**
- 2:30 p.m. **Group Presentations of Business Plans**
 Fee Hunting
 Nature Tourism
 Agri-Tourism
- 3:30 p.m. **Evaluation, Wrap Up and Dismiss**