

Keep the family farm.
Create additional income.
Conserve your land.



Business Plan Development and Legal Considerations for Outdoor Enterprises

February 22, 2012

University of Arkansas
Rice Research and
Extension Center

MISSISSIPPI STATE
UNIVERSITY



U of A
DIVISION OF AGRICULTURE
RESEARCH & EXTENSION
University of Arkansas System
COOPERATIVE EXTENSION SERVICE
2301 SOUTH UNIVERSITY AVENUE
LITTLE ROCK, ARKANSAS 72204
OFFICIAL BUSINESS

Stuttgart, AR (Arkansas County)

University of Arkansas Cooperative Extension Service

To register, return this form and registration fee to: Grant Beckwith, Arkansas County Cooperative Extension,
1009 Liberty Drive, DeWitt AR 72042.

Name: _____

Address: _____

City, State, Zip _____

Phone: _____

E-mail: _____

A registration fee of \$15/person (one lunch, one set of materials) or \$25/couple (two lunches, one set of materials) must be included with your registration. Checks should be made payable to Arkansas County CES.

Who should attend

Landowners who have considered an outdoor recreational enterprise as a business venture; those who would like to expand an existing operation; or anyone who is interested in generating additional income from their property.

Learn

Private landowners can put their land to work for them. Whether it is a new source of income, the means to pay for land improvements or a way to fund a lasting family legacy of land ownership, the Natural Resource Enterprises Program advanced workshop can help you explore your land management options. Land management specialists, enterprise operators, attorneys, and bankers will present the facts and figures and lead “hands-on” sessions to help you set up a rough-draft of a business plan – a vital document for bringing an idea to reality.

Cost

\$15- Individual

\$25- Couple

Registration

To register, mail the attached form with payment by February 15 or call 870-946-3231. For other information, call Grant Beckwith at 870-830-0473 or visit <http://www.arnatural.org/enterprise>. On-site registration will begin at 8:30 a.m. and the program will start at 9:00 a.m.

Agenda

- | | |
|------------|---|
| 8:00 a.m. | Registration |
| 9:00 a.m. | Revenue Potential from Natural Resource Enterprises |
| | Business Plan Development & Marketing |
| 10:00 a.m. | Break |
| 10:15 a.m. | Using Social Media to Promote Your Business |
| | Liability and Legal Considerations |
| | Case Study: Landowner Testimonial |
| 12:00 p.m. | Lunch (catered) |
| 12:45 p.m. | Developing a Business Plan (Group Activity) |
| 2:15 p.m. | Break |
| 2:130 p.m. | Group Presentations of Business Plans |
| 3:30 p.m. | Wrap Up and Dismiss |

Directions

From I-40, take Exit 193 at Hazen and head south approximately three miles to the intersection with Hwy. 70. Turn left and proceed east approximately 1 mile to the junction with Hwy. 63 heading south. Head south for approximately 23 miles to Stuttgart. On the north side of Stuttgart, turn left at the stop sign at the intersection of Hwy. 63 and Hwy. 165. Head east/southeast until you reach the traffic light. Continue through the traffic light heading south on Park Avenue. At the next traffic light at the junction with Hwy. 130, turn left and head east for approximately nine miles to the intersection of Hwy. 130 and Hwy. 153. The Center is on the right just prior to this intersection.

Workshop sponsors

Walton Family Foundation

University of Arkansas Cooperative Extension Service

Arkansas Forest Resources Center

Stuttgart Chamber of Commerce

University of Arkansas Rice Research Station

MSU Forestry and Wildlife Research Center

MSU Extension Service



NATURALRESOURCE
ENTERPRISES
MISSISSIPPI STATE
UNIVERSITY

The Natural Resource Enterprises program is a partnership between Mississippi State University's Extension Service, Forest and Wildlife Research Center, Agricultural and Forestry Experiment Station and the U.S. Fish and Wildlife Service.

The Division of Agriculture offers its programs to all eligible persons regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.

Discrimination based upon race, color, religion, sex, national origin, age, disability, or veteran's status is a violation of federal and state law and MSU policy and will not be tolerated. Discrimination based upon sexual orientation or group affiliation is a violation of MSU policy and will not be tolerated.