

# Making Nature Your Business

Presented by the Nature Tourism Coalition of Mendocino County

## A WORKSHOP FOR BUSINESSES, ORGANIZATIONS AND INDIVIDUALS INTERESTED IN STARTING OR GROWING NATURE-BASED BUSINESSES



Can nature tourism create economic stability  
for Mendocino County without destroying  
what we love about where we live?

Learn how you can fulfill the needs of nature travelers and  
protect the character of our unique environment.

**Thursday April 10, 2008 Ukiah Convention Center 9:00 - 3:30**

- 9:00 Registration and continental breakfast
- 9:15 Welcome and Nature Tourism Coalition Update
- 10:00 Presentation: Starting or Growing a Nature-based Business
- 10:45 Case Studies: Mendocino County nature-based businesses share their secrets for success
- 11:15 Resources - share what you have or need, to start, grow, or support a nature-based business
- 12:00 LUNCH: **Jeff Stanford, 'Exposure and Protection of our Natural Resources'**
- 1:00 Mendocino County Nature Business Components: Group creates a take-home master list
- 1:30 Nature Based Business Models: Create mock businesses, identify opportunities and responsible business solutions
- 2:30 Business Presentations: Share mock businesses and pick 'It's a Natural' to win group prize (passes to Mendocino Coast Botanical Gardens)
- 3:15 Wrap-up and door prize drawing (must be present to win)



- Workshop fee is \$25 and includes meals & materials.
- Space is limited to 40, so advance registration is recommended.
- Call (707) 462-4705 to register by credit card, or mail a check to Nature Tourism Coalition, c/o Greater Ukiah Chamber of Commerce, 200 School Street, Ukiah 95482.
- If you'd like to tell attendees about a resource you offer, or ask for something you need, when you register please tell us you'd like 2 - 3 minutes in the RESOURCES segment, and bring literature to share.
- Call (707) 937-1092 ext 3, or email naturetourism@mcn.org for more information.



### Sponsors

Nature Tourism Coalition, Mendocino County Lodging Association, Greater Ukiah Chamber of Commerce, Economic Development & Financing Corporation, Ukiah Conference Center, Mendocino Land Trust, Mendocino County Promotional Alliance, KOZT 95.3/95.9 FM "The Coast"



## DOOR PRIZES

THE BOOM ROADHOUSE - 1 NIGHT STAY FOR 4 WITH PRIVATE NATURE TOUR  
Private Birdwalk with David Jensen  
Agritourism and Nature Tourism in California (book)  
A bottle of premium Mendocino County wine