



# Woman IN AGRICULTURE

By Sharla Elliott



Raised working on her family's 5,200 acre Rafter T Ranch in Sebring, Casey Wohl was treated as one of the boys. She describes tractor driving, fence building, and working cattle as weekend activities during her formative years. She professes that she inherited her dad's "true love of the cattle business and land stewardship practices." Fast forward a few years and Casey would certainly not be mistaken for a tomboy. Known nationally as "The Getaway Girl," Casey is now a published author of two travel guides and the Travel Correspondent for the nationally syndicated Daytime TV show, as well as Heartbeat Radio for Women.

After graduating from Sebring High School, Casey's education included a degree in Environmental Policy from Rollins College and a master's degree in Agricultural Communications from the University of Florida. After several years working in agricultural marketing, Casey felt the pull to attack something on her "bucket list." An avid traveler, she saw an unfilled niche in the travel market for city specific guides for women. She self-published the Girls Getaway Guide to Orlando in 2008, and soon after received a call from Barnes and Noble asking for more. As Casey says, "The rest is history."

The responsibilities involved in Casey researching material for her books and for Girls Getaways that she arranges are any woman's dream tasks. She has traveled to about 20 foreign countries and has led Girls Getaways to over 30 cities. Viewing her website, [www.girlsgetawayguide.net](http://www.girlsgetawayguide.net), one can see the shopping, fine dining, and sightseeing that Casey must balance to successfully operate her business. Casey has been interviewed and profiled by many national magazines, TV, and radio shows.

Casey credits her agricultural upbringing for making her the outstanding woman she is today. She emotionally explains, "I cannot imagine my life without the ranch. Through my parents' guidance, the ranch has taught me to have a strong work ethic, a true sense of independence (even at a young age), a tenacity to work through the tough times, and an absolute love of the outdoors, nature and adventure. People don't choose a life in agriculture because it is easy. They choose it because they love it. Everyone should be lucky enough to love what

they do."

Farm Bureau has always played a role in Casey's life. She remembers attending a legislative trip to Washington D.C. as a teen. She has attended several Farm Bureau conferences, speaking last month at the Florida Farm Bureau Women's Leadership Conference in St. Augustine on Grassroots Communication and Social Media Marketing.

Aside from the Girls Getaway Guide business, Casey also operates a Public Relations Consulting business. She assists clients in marketing themselves to target audiences and successfully utilizing Social Media Marketing, of which Casey widely utilizes herself. Information about Casey's Girls Getaway Guide can be found on her website (where you can enter to win travel prizes or sign up for her E-newsletter), her blog, <http://girlsgetawayguide.blogspot.com/>, and she's also on Twitter, My Space, Facebook, and You Tube. If, by chance, you don't understand anything that was just mentioned in the last sentence, Casey's business can be reached by email at Casey.Wohl@Yahoo.com or by phone at 863-224-6326.



Casey Wohl  
"The Getaway Girl"

