

# 2007 Mid-Atlantic Direct Marketing Conference



MADMC 2007  
Lighting the Way

**Solomons Island  
Maryland**

FEBRUARY 21-24, 2007

**Holiday Inn Select  
Solomons, Maryland**



*"It is the policy Maryland Cooperative Extension that all persons have equal opportunity and access to programs and facilities without regard to race, color, gender, religion, national origin, sexual orientation, age, marital or parental status, or disability. The University of Maryland policy prohibits discrimination in employment and programs."*

# Announcements



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## Thursday Night Activities

**Thursday Roundtable Discussions - 7-9pm:** *Attend one of these exciting Roundtables to discuss issues, learn and network.*

Farm Security & Theft  
Motivating Employees

Ag-Tourism  
Food Safety

AND an opportunity to learn more about the website [www.agriculturehealth.com](http://www.agriculturehealth.com) and meet with Marty Jacknis, Executive Vice President, Calico Cottage, Inc.

## Friday Night Activities

**Friday Evening Reception** in the Trade Show Area.

Come snack, network and visit the Trade Show.

## Conference Evaluations

**Please Remember** to complete the conference evaluation before you leave!! It is very important to the future of this Conference!! Just leave it at the registration desk.

## Special Events

**Brags & Blunders:** Will be held Saturday afternoon 2pm—3pm. Please bring stories, pictures and slides of your brags and blunders. A \$100.00 prize will be awarded for the most unique situation.

### Registration is open:

Wednesday, February 21<sup>st</sup>  
noon - 5 pm

Thursday, February 22<sup>nd</sup>  
7:30 am - 5 pm

Friday, February 23<sup>rd</sup>  
8:00 am - 5 pm

Saturday, February 24<sup>th</sup>  
8:00 am - noon

**Promotional Item Competitions:** Submit items and have them critiqued by a professional graphics and visual arts team. The top two entries in categories will receive a cash prize. To enter send entries with your conference registration. The deadline for entries is February 15, 2007. The available categories are 1) General market information brochure, 2) Special event/activity promotion brochure/advertisement, 3) Website (submit web address)

## WEDNESDAY, FEBRUARY 21, 2007 - Workshops 2pm - 4pm

Workshop space is limited. Pre-registration is required.  
Cost for workshops \$30.

***"What Can We DO Down on the Farm?"*** Jeanne Mueller, Elem. Education Director, MD Ag Ed Foundation. Expand the on-farm educational experience with exciting hands-on activities that increase agricultural literacy. Make your own "Beanie Baby", play "Rank the Commodities", create a pumpkin and apple life cycle model and learn about some exciting literature connections to farm life! Participants will perform many of these hands-on lessons as part of the workshop. This session is lead by professional educators from the Maryland Agricultural Education Foundation, Inc. using proven lessons, techniques and procedures.

***"Creating and Retaining a Great Sales Staff"*** Steve Bogash, Educator - Penn State University. You can modify your sales staff's habits to bring in more sales with less headache. Do you have the right people in place now? How to modify behaviors to make your people work for you and customers. Make your staff want to stay or at least have them help find their own replacements.

***"Wrap up Profits with Flowers"*** Kathryn Nokes, Horticulturist and Landscape Designer. Are you interested in growing flowers for the local farmers market or local retail shops? Find out which varieties grow well, sell well and are in demand by consumers and the floral industry. Learn how to display, wrap and sell your floral bunches and mixed bouquets. Learn which flowers last longest, are showiest and which ones dry well. Learn to construct fabulous bouquets using annuals, perennials, fillers and greenery. Even your landscape shrubs, trees and grasses can work for you in a variety of colorful flower bouquets

***"Marketing Your Farm Market—A Targeted Approach"*** Apryl Parcher, Marketing Coach & Business Copywriter. Tired of throwing money away on advertising that never seems to pay off? This workshop focuses on techniques for crafting messages that drive customers to your door: what to include—and mistakes to avoid. Attendees may send a current ad to [apryl@aparcher.com](mailto:apryl@aparcher.com) for in-class analysis.

### CONFERENCE SPONSORS:

Maryland Cooperative Extension  
Southern Maryland Farm Bureau's  
Maryland Apple Promotion Board  
Southern Maryland AG Commission  
Colonial Farm Credit

Risk Management Agency/USDA  
Maryland Department of Agriculture  
Maryland Direct Farm Market Association  
Gardener Pie Company Inc  
Calico Cottage



## THURSDAY, FEBRUARY 22, 2007 - Farm Tours

- Tour 1 -- 7:45 am departure
- Tour 2 -- 8:00 am departure

### **Accokeek Foundation** <http://www.accokeek.org>

The Accokeek Foundation stewards 200 acres of Piscataway Park, a national park located in Accokeek, Maryland, on the shore of the Potomac River directly across from Mount Vernon. The land serves as an outdoor classroom for our educational programs, research, agricultural and conservation projects. Accokeek has a colonial farm, ecosystem farm and a successful CSA.

### **Calvert Country Market** <http://www.calvertcountrymarket.com>

Established in the spring of 2002, Calvert Country Market was created to encourage alternative methods of farming, preserve Calvert County's agricultural heritage, create a unique and interesting shopping destination and meeting place for residents and visitors and provide a place where local artisans and crafters can sell their goods. The Calvert Country Market is the only year-round, indoor market in Southern Maryland and people come from miles around to shop for farm fresh products.

### **Greenstreet Growers** <http://www.greenstreetgardens.com>

Greenstreet Growers is a year-round operation, growing various plants from ageratum to zinnia for both our wholesale and retail customers. They utilize existing quonset houses from earlier days, and have constructed a 70,000 sq-foot state-of-the-art greenhouse equipped with all the latest technology to both grow and ship plants. In the spring of 2005, they opened a grand new Garden and Gift Shop

### **Forrest Hall Farm** <http://www.forresthallfarm.com>

Forrest Hall Farm & Orchard is located on just about 100 acres of land and focuses on agri-tourism. After 50 years of tobacco production, their farm store opened in 2004. They sell seasonally and include fall activities like corn mazes, farm animal visits, the hayride, pumpkin patch, picnic area, hay wagon slide, and sport area. They also have a corn maze and sell field-grown and potted mum sales, fresh produce, an orchard, and gift items.

### **Miller Farms**

Miller Farms, established in Clinton in 1840, is one of Maryland's oldest family run working farms. The Millers own 108 acres and lease over 100 acres for crop production. In 1964, the Miller family built and opened a small farm market and expanded in 1970 to include pick your own produce and tailgate markets. The Millers grow various vegetables crops and market wholesale and retail. Expansion has also included greenhouses, farm tours and the newest addition a bak-

**Dress warm and casual to enjoy a day of tours, entertainment, education and fun.**

**Lunch and beverages will be provided.**

## **Roundtable Discussions - 7:00pm to 9:00pm:**

*Attend one of these exciting Roundtables to discuss issues, learn and network..*

Farm Security & Theft

Ag-Tourism

Motivating Employees

Food Safety

Also an opportunity to learn more about [www.agri-culturehealth.com](http://www.agri-culturehealth.com) and meet with

Marty Jacknis,

Executive Vice President, Calico Cottage, Inc.

# FRIDAY, FEBRUARY 23, 2007

8:00am - 9:00am

## Registration

9:00am - 9:30am

**Welcome** - Dr. Cheng-i Wei, Dean, College of Agriculture and Natural Resources,  
Buddy Hance, Deputy Secretary of Agriculture and  
Michael Phipps, First Vice President, Maryland Farm Bureau

	<b>BUSINESS &amp; MARKETING</b>	<b>PUBLIC RELATIONS</b>	<b>NEW ENTERPRISES</b>	<b>RISK MANAGEMENT</b>
9:30am - 10:30am	<i>Farm Markets in the 21<sup>st</sup> Century</i> Dave Dowling, Farmhouse Flowers	<i>Your Farm and the Media</i> Sue duPont, MD Department of Agriculture	<i>Marketing Ethnic Vegetables</i> Dr. Stephan Tubene, MD Cooperative Extension & Yao Afantchao, Grower	<i>Is the Fun Worth the Risk?</i> Jake Weber, Weber's Cider Mill Farm, Bob Black, Catocin Mountain Orchard
10:30am - 11:30am	<i>Effective Displays for your Market and other Marketing Ideas</i> Homestead Gardens	<i>Making a First Impression</i> John Berry, PA Cooperative Extension	<i>These are a Few of My Favorite Things: Gift Shop Basics</i> Ray Greenstreet, Greenstreet Growers	<i>Conflict Resolution &amp; Employees</i> Toby Guerin, Center for Dispute Resolution

11:30am - 1:30pm

## Lunch Provided in Trade Show

1:30pm - 2:30pm	<i>Whip Up your Product Mix</i> Cheryl Vural, Baugher's Orchard	<i>Public Perceptions of Organic</i> Laura Hunsberger, MD Cooperative Extension	<i>Add Some Baaa: Marketing Sheep and Goats</i> Susan Schoenian, MD Cooperative Extension & Producer	<i>Farm Liability - What to Think About</i> Toby Guerin, Center for Dispute Resolution
2:30pm - 3:30pm	<i>Add to Your Shopping Cart: E-Tailing</i> Nancy Petit, Delmarvelous Chestnuts	<i>Agritainment, Farm Zoos and other Events</i> Stan Dabkowski, Spring Meadow Farms	<i>Halloween: A Blueprint for Interactive Entertainment</i> Arthur Brill, Sundial Design Co.	<i>Pass it On: Farm Transfer</i> Dale Johnson, MD Cooperative Extension
3:30pm - 4:30pm	<i>Marketing Ideas for Value Added Products</i> Jill Gebhart, Jill's Jams, Mixes & More	<i>Get a Hand Up: Working with your Local Government</i> Ilene Milburn, Milburns Orchards & JoAnne Richart- Young, Cecil County	<i>Want to Share? - Operating a CSA</i> Shane LaBrake, Accokeek Foundation	<i>Your Farm &amp; Crop Insurance</i> Thomas Weller, AgriRisk Management, Gene Gantz, USDA/ RMA

4:30pm - 6:30pm

## Visit Trade Show

6:30pm - 8:30pm

## Evening Reception in Trade Show Area

# SATURDAY, FEBRUARY 24, 2007

8:00am - 2:00pm <b>Visit Trade Show &amp; Network</b>				
8:00am - 9:00am <b>STATE MEETINGS</b> (your chance to stay involved with your state's direct farm market association)				
	<b>BUSINESS &amp; MARKETING</b>	<b>PUBLIC RELATIONS</b>	<b>NEW ENTERPRISES</b>	<b>RISK MANAGEMENT</b>
9:00am - 10:00am	<i>Bridging the Gap: Tools for Marketing to the New Consumer</i> Dr. Christine Bergmark, Southern MD Ag Commission	<i>How to Gain &amp; Maintain a Competitive Advantage</i> Marty Jacknis, Calico Cottage, Inc.	<i>Listening to your Customer</i> Odonna Mathews, Odonna Mathews Consulting	<i>Are you Covered?</i> Carrie Polk, Nationwide Insurance
10:00am - 11:00am	<i>Bright &amp; Bold: Using Color &amp; Signage</i> Virginia Rosenkranz, MD Cooperative Extension			<i>Help Wanted: Labor Force Opportunities</i> Edward Herrmann, Herrcastle Farm and PA Migrant Education Program
11:00am - 1:00pm <b>Lunch Provided in Trade Show</b>				
1:00pm - 2:00pm	<i>Farm Admission Panel</i> Todd Butler, Butlers Orchard Ilene Milburn, Milburns Orchards	<i>Wash Your Hands and Other Food Safety Practices</i> Dr. Christopher Walsh, University of Maryland	<i>Are New Ideas Profitable?</i> Ben Beale, MD Cooperative Extension	<i>Keeping your Farm Safe</i> Pamela King, MD Cooperative Extension & Center for AgroSecurity
2:00pm - 3:00pm <b>BRAGS &amp; BLUNDERS -</b>  <b>Come enjoy stories from farm marketers sharing successes, frustrations and oops.</b>				
3:00pm <b>Conference closes - Save trip Home - See you in DE in 2008!</b>				

## Registration Information

Conference registration fee includes conference materials, Friday's, and Saturday's programs including lunch both days and Friday evening's event. These prices reflect the cost for one person. Wednesday workshops and Thursday bus tours are separate charges. Casual dress for conference activities, tours and workshops.

### Registration is open:

Wednesday, February 21<sup>st</sup> noon - 5 pm  
Thursday, February 22<sup>nd</sup> 7:30 am - 5 pm  
Friday, February 23<sup>rd</sup> 8:00 am - 5 pm  
Saturday, February 24<sup>th</sup> 8:00 am - noon

### Register Early:

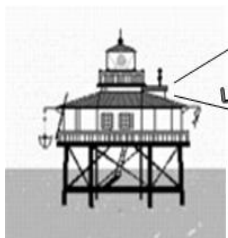
Conference registration paid by January 21<sup>st</sup> receives a \$15 discount. Workshops and tours have limited space and receive no discount.

### Special Events:

**Braggs & Blunders:** Will be held Saturday afternoon. Please bring stories, pictures and slides of your brags and blunders. A \$100.00 prize will be awarded for the most unique situation.

**Promotional Item Competitions:** Submit items and have them critiqued by a professional graphics and visual arts team. The top two entries in categories will receive a cash prize. To enter send entries with your conference registration. The deadline for entries is February 15, 2007. The three available categories are:

- 1) General market information brochure,
- 2) Special event/activity promotion brochure/advertisement,
- 3) Website (submit web address)



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### Questions:

Questions regarding registration or the MADMC Conference contact Shannon Dill, Talbot County Cooperative Extension 410-822-1244, [sdill@umd.edu](mailto:sdill@umd.edu) or 410-822-5627 (Fax).

### Overnight Facilities:

This year's conference takes place at the Holiday Inn Select. You should make lodging arrangements directly with our facility hosts.

### Holiday Inn Select Solomons, MD

155 Holiday Drive  
PO Box 1099  
SOLOMONS MD 20688  
United States  
Tel: +1 410 3266311  
Fax: +1 410 3261069

<http://www.solomonsmd.hiselect.com>

**In order to receive the conference rate of \$76.00 (single per night) please make reservations by phone referencing MADMC by 1/21/07.**

**From Baltimore:** take Route 695 to Route i-97 south. Take I-97 south to Route 3/301 south. Continue on 301 south to Route 4 south. Take Route 4 south to Solomons. (see below)

**From Richmond:** take I-95 north to U.S. 301 north. Continue on 301 to Route 4 south. Take Route 4 south to Solomons. (see below)

**From Annapolis:** Take Solomons Island Road Route 2 South. (see below)

**GETTING TO THE HOTEL:** Turn left at Solomons town center traffic light (Patuxent Road). Then take an immediate right on Solomons Island Road. The Holiday Inn Select Conference Center and Marina entrance is 0.8 mile on the left. There is a small, green Holiday Inn Select Sign at Holiday Drive. Do not cross the bridge over the Patuxent River.

# REGISTRATION FORM

o Check or money order enclosed (made payable to MADMC Inc)

Talbot County Cooperative Extension  
 ATTN: MADMC  
 PO Box 519  
 Easton MD 21601

**Business Name** \_\_\_\_\_

**Address** \_\_\_\_\_  
 \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Names of all registering** \_\_\_\_\_

Conference registration fee includes Friday's and Saturday's programs and materials (includes lunch both days and Friday's evening event). These prices reflect the cost for one person. Wednesday workshops and Thursday bus tours are separate charges.

	EARLY PRICE (received before 1/21/07)	REGULAR PRICE		
<b>CONFERENCE REGISTRATION:</b>				
First person from one business	\$110.00	\$125.00	x ____	= _____
Additional people from business	\$65.00	\$80.00	x ____	= _____
<b>WORKSHOP REGISTRATION:</b>				
<i>"What can we Do Down on the Farm?" Jeanne Mueller, MD AG Ed Foundation</i>		\$30.00	x ____	= _____
<i>"Creating and Retaining a Great Sales Staff" Steve Bogash, PENN State</i>		\$30.00	x ____	= _____
<i>"Wrap up Profits with Cut Flowers" Kathryn Nokes, Garden Consultant</i>		\$30.00	x ____	= _____
<i>"Marketing your Farm Market - A Tar- geted Approach" Apyrl Parcher Marketing Coach</i>		\$30.00	x ____	= _____
<b>BUS TOUR REGISTRATION: (LUNCHES PROVIDED - PLEASE INDICATE SPECIAL DIETIERTY NEEDS)</b>				
BusTour		\$30.00	x ____	= _____
<b>TOTAL</b>				