

***25th MID - ATLANTIC
DIRECT MARKETING
CONFERENCE
AND TRADE SHOW***



25th Mid-Atlantic Direct Marketing Conference and Trade Show

“Locally Grown – Selling the Image”

February 6-8, 2008
Sheraton Inn – Dover, DE

Wednesday, February 6, 2008 – Concurrent Workshops (#1&2 8:00-10:00 a.m.; #3&4 10:15 a.m.-12:15 p.m.)

Workshop #1 - “Strategic Planning for the Direct Farm Market” Fred Funk, President, F&F Consultants; Funks Farm Market and Garden Center, Millersville, PA.

Every decision the farm market operator makes involves planning. This session will address proven methods for making important decisions. Do you have a method for planning and making decisions of various levels of importance that gets the job done? Are there different planning methods that you should be using to effect different decisions? Learn how to make effective business decisions from someone with over 30 years experience in the fresh farm market business.

Workshop #2 – “QuickBooks for the Farm Market” Laurie Wolinski, Extension Risk Management, University of Delaware. **(This workshop is limited to 12 participants.)**

Business operators that use QuickBooks will tell you that it is one of the best management decisions they ever made. This session is designed to get those of you not using QuickBooks up to par. One special feature of this system allows you to manage your payroll automatically. Learn QuickBooks from an experienced teacher. Learn how to save time and money by using this proven bookkeeping method.

Workshop #3 – “How to Expand Your Farm Market Business Using E-Commerce” Pat Chambers, President WebIXI, Forest Hill, MD.

Farm direct marketing on the Internet provides opportunities for growers and farm markets to expand their existing business. This session is designed to show you how you can use the Internet to market and promote your business, and use e-Commerce to sell your products. Participants will learn to identify and understand fundamental terms and concepts related to e-Commerce, recognize the evolution of e-Commerce in Agriculture, and have an understanding of aspects pertinent to selling and marketing on the Internet. Pat Chambers has twenty years experience in website design, development, Internet positioning strategy and data communications.

Workshop #4 – “Crops for Crafts; Making Crafts from Homegrown Materials” Maggie Moor-Orth, Delaware State University.

Are you interested in learning how to make crafts from materials that you have readily and abundantly available on your farm? In this session you learn from actual Craftsman that will be demonstrating proven products. Sign up if you are interested in getting ideas for new product offerings.

Wednesday, February 6, 2008

11:00 a.m.	Trade Show Opens/Visit Exhibits				
11:00 a.m. – 1:00 p.m.	Lunch – on your own				
1:00 p.m.	General Session – Welcoming Remarks – “ <i>Trends: What’s Driving the Demand for New Farm Market Products?</i> ” – Lou Cooperhouse, Director, Food Innovation Center, Rutgers, the State University of New Jersey				
1:00 p.m.	Trade Show Break – Closed for Sessions – Reopens at 5:00 p.m.				
CONCURRENT SESSIONS					
	Taking the Next Step	Farm Market/ Agri-tainment	Safe and Secure	Risky Business	Farmers’ Markets
2:00 p.m.	Modifying Your Internet Marketing Strategy – Connie Hancock, UNE	Resources Available to Manufacture Your Farm Products – Lou Cooperhouse, Rutgers, FIC	Food Service on the Farm – Robin Way, Rumbleway Farm, Conowingo, MD	Insurance Needs to Manage Direct Marketing Risks – Seth Rubino, Rubino Insurance Agency, Easton, PA	Positioning Your Market – Diane Holtaway & Carol Coren, Rutgers, FIC
3:00 p.m.	A Case Study: Farm Market Product Offerings on the Internet – Pat Chambers, WebIXI	Creative Merchandising Practices to Increase Sales and Move Unwanted Product – Stan Dabkowski, Spring Meadow Farm, Upperco, MD & Steve Weber, Weber’s Cider Mill, Baltimore, MD	Displays and Lighting that Sell – Panel: Chris Willey, Willey Farms, DE; Phyllis Shenk, Cherry Hill Orchards, PA; Dwayne Musser, Weaver’s Orchard, PA	Risk Considerations in Structuring Your Business – Ted Bobola, Bobola Farms and Florist, Dover, DE	The Importance of Farmers’ Markets to Local Communities – Kelli Steele, Marketing, DDA
4:00 p.m.	General Session – “ <i>Improving Your Farm Market Image</i> ” – Fred Funk, President, F & F Consultants, Funks Farm Market and Garden Center, Millersville, PA				
5:00 p.m.	Networking – State Association Meetings – Exhibits Open/Visit Trade Show				
6:00 to 8:00 p.m.	Trade Show Open – Light Fare Dinner in Trade Show Area - 25 th Mid-Atlantic Direct Marketing Conference and Trade Show Celebration – Ice Cream Social				
8:00 p.m.	Roundtable Discussions				

Thursday, February 7, 2008

7:00 a.m.	Breakfast on your Own			
8:00 a.m.	Trade Show Open – Visit Exhibits			
9:00 a.m.	General Session – <i>“Talking to the Media”</i> – Jeff Ishee, Host and Producer <i>On the Farm Radio</i> and <i>Virginia Farming Television</i> , Mount Sidney, VA			
CONCURRENT SESSIONS				
	Taking the Next Step	Farm Market/ Agri-tainment	Safe and Secure	Risky Business
10:00 a.m.	Baler Twine and Duct Tape Marketing – Ginger Myers, UMD	Cows ‘n Corn – An Adventure in Agriculture – Patty Leonard, Cows-N-Corn, Midland, VA	Leveraging Health Marketing for the Farm Market – Stacey Antine, Health Barn, USA, Wyckoff, NJ	Shrink – How Secure Is Your Business – John Berry, Area Marketing Agent, PSU
11:00 a.m.	Providing Superior Customer Service – Stan Brown, Brown’s Orchards and Farm Market, Loganville, PA	Special Events – Panel: Mary Fifer Fennemore, Michael Fennemore, Fifer Orchards, DE; Jay & Ilene Milburn, Milburn Orchards, MD	Food Safety and Post Harvest Handling – Dr. Chris Walsh, UMD	Show Me the Money – Panel: Todd Butler, Butler’s Orchard, MD; Dave Hodge, Highland Orchards, PA
12:00 noon	Light Fare Lunch in Trade Show Area			
2:00 p.m.	Experiences Growing Our Market – Panel: Becky Vanderwende, Little Wagon Produce, DE; Eric Johnson, Peter Johnson, Johnson’s Corner Farm Market, NJ	On Farm Vacations – Shannon Triplett, Kitty Nicholas, The Herds Inn at Hedgebrook Farm, Winchester, VA	Marketing Meat Goats to Non-Traditional Customers – Stephen Komar, Sussex Co. Ag Agent; Robert Mickel, Hunterdon Co. Ag Agent, Rutgers	Capturing the Diversity of Your Customer Base – Rick VanVranken, Atlantic Co. Ag Agent, Rutgers
3:00 p.m.	General Session - <i>“Brag ‘n Blunders”</i> – Stan Dabkowski, <i>Spring Meadow Farm</i>			
4:00 p.m.	Networking in Trade Show Area – Visit Exhibits			
6:00 p.m.	Trade Show Closes – Dinner on Your Own			
8:00 p.m.	Roundtable Discussions			

Friday, February 8, 2008 – Industry/Farm Market Tour

6:00 a.m. Continental Breakfast for Tour Participants

6:30 a.m. Board Buses

8:00 a.m. **Jeff's Greenhouses**, Bethel, DE

Garden Center/Nursery & Greenhouses/Produce

Open year round, Jeff and Kim Hastings specialize in providing quality geraniums in the spring, hanging baskets, fall mums, and poinsettias at Christmas. In addition to running a first class garden center, they have u-pick strawberries and are actively engaged in farming with large acreages of watermelons and other crops.

9:15 a.m. **T.S. Smith & Sons** – Bridgeville, DE (seasonal)

(<http://www.tssmithandsonsfarm.com>)

Farm Market/Packing House/Orchard/Produce/Events/Gift Shop/Wholesale

Established in 1907, T.S. Smith's are best known for growing a variety of apples, peaches, vegetables and pumpkins and are one of the largest orchards in Delaware. They originated the Annual Apple Scrapple festival in Bridgeville that attracts thousands. Their country style farm market is unique.

10:15 a.m. **Bobola Farms and Florist**, Dover, DE (new market)

(<http://www.bobolaflorist.com/>)

Farm Market/Florist/Greenhouses/Garden Center

While actively engaged in farming, Bobolas strive to provide the best fresh products that can be found anywhere via their farm market, garden center, and florist operations. Open year round, Bobolas are becoming the customers best bet for one stop shopping for any of their garden product needs. See how the market has grown with a new building, sales greenhouses, and outdoor shopping areas.

11:15 a.m. **Pizzadili Vineyard & Winery**, Felton, DE

Wine tasting/Winery Tour/Lunch

Pete and Tony Pizzadili have turned 110 acres of land into the second commercial vineyard and winery in Delaware. They specialize in picnics, tours, parties, weddings, and catering along with tasting and sales of their superb Delaware wines on a beautiful site in the middle of Kent County. Participants will be given a tour of the winery, banquet, catering facilities, nearby vineyard, and outdoor activity areas.

12:00 noon – **Lunch at the Pizzadili Winery**

1:30 p.m. **Fifer Orchards**, Wyoming, DE (www.fiferorchards.com)

Farm Market/Orchard/Packing House/Produce/Events/Gift Baskets/Wholesale

A fourth generation working family farm, Fifer Orchards has a long tradition of providing top quality products and superb customer service to their fresh market clientele. Open from mid April through late December, Fifer Orchards conducts several events throughout the year to promote their business, educate consumers on where their products come from and why they should consume fresh, locally grown products.

3:00 p.m. **Return to Hotel – Safe Trip Home!**

Registration Form

Mail to: Food and Resource Economics
 ATTN: MADMC
 University of Delaware
 208 Townsend Hall
 Newark, DE 19716-2130

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

Business Name _____

Address _____

Phone _____ Fax _____

Email _____

Names of all registering _____

Conference registration fee includes Wednesday's and Thursday's programs and materials (includes light dinner and ice cream social on Wednesday evening, and light lunch on Thursday). These prices reflect the cost for one person. Wednesday workshops and Friday bus tours are separate charges.

	EARLY PRICE (received before 1/15/08)	REGULAR PRICE			
CONFERENCE REGISTRATION:					
First person from one business	\$110.00	\$125.00	x	=	
Additional people from business	\$65.00	\$80.00	x	=	
WORKSHOP REGISTRATION:					
“Strategic Planning for the Direct Farm Market” Fred Funk, F&F Consultants		\$50.00	x	=	
“QuickBooks for the Farm Market” Laurie Wolinski, Univ. of Delaware		\$30.00	x	=	
“How to Expand Your Farm Market Business Using E-Commerce” Pat Chambers, WebIXI		\$50.00	x	=	
“Crops for Crafts; Making Crafts from Homegrown Materials” Maggie Moor-Orth, DE State		\$30.00	x	=	
BUS TOUR REGISTRATION:					
		\$35.00	x	=	
TOTAL				\$	

Registration Information

Conference registration fee includes conference materials, Wednesday's and Thursday's programs including dinner Wednesday, the ice cream social that evening and lunch on Thursday. Wednesday workshops and Friday bus tours are additional charges.

Questions:

Questions regarding registration or the MADMC Conference contact Carl German, Food and Resource Economics, 302-831-1317 or clgerman@udel.edu.

Registration is open:

Tuesday, Feb. 5, 7:00 p.m. – 9:00 p.m.

Wednesday, Feb. 6, 7:30 a.m. – 5:00 p.m.

Thursday, Feb. 7, 7:30 a.m. – 5:00 p.m.

Register Early

Conference registration paid by January 15 receives a \$15 discount. Workshops and tours have limited space and receive no discount.

Special Events

“Brag and Blunders” will be held Thursday afternoon. Please bring stories, pictures and slides of your brags and blunders. A \$100 prize will be awarded for the most unique situation.

Roundtable Discussions (8:00-9:00 p.m.)

Held Wednesday and Thursday evenings to discuss issues, learn, and network. Topics include:

- Coping with Higher Energy Prices
- Managing and Training Employees
- Keeping Things New and Different
- My Best Money Making Idea for '07

Overnight Facilities:

This year's conference takes place at the Sheraton Inn – Dover, DE. You should make lodging arrangements directly with our facility hosts.

Sheraton Inn – Dover, DE

Reservations: 1-888-755-1450

In order to receive the conference rate \$85.00 (single/double per night) please make reservations by phone referencing the Mid-Atlantic Direct Marketing Conference & Trade Show (MADMC, Inc.) by 1/15/08.

Directions to the Sheraton Inn:

From I-95 North or South, take Rt. 1 South. Follow Rt. 1 South to Exit 104 (North Dover Exit), take this exit. After the toll booth, turn left onto Rt. 13 South and get into the right lane. The Sheraton Inn is just ahead on the right, just after the Wal-Mart Store.

Conference Sponsors

This program is sponsored by Cooperative Extension, Risk Management Agency-USDA, State Departments of Agriculture, Farm Market, and Agri-tourism Associations of Delaware, Maryland, New Jersey, Pennsylvania, and Virginia.