

# 2003 MID-ATLANTIC DIRECT MARKETING CONFERENCE



February 19-22, 2003

Holiday Inn Select  
Timonium Maryland

## 2003 Mid-Atlantic Direct Marketing Conference (MADMC)



### Hosted by:

- Maryland Cooperative Extension
- Maryland Department of Agriculture
- Maryland Direct Farm Market Association
- University of Maryland

### Conference Highlights:

Over 30 sessions covering the *Latest in Direct Farm Marketing*

- Learn from innovative ag marketing leaders
- Multiple session choices at all times
- Industry specific Trade Show
- 3 pre-conference workshops
- Farm market tours
- Numerous networking opportunities

Wednesday, February 19, 2003 – Workshops 1pm – 4pm

Workshop space is limited. Pre-registration is required.

#### ■ Added Value – Creating an Aromatic Dried Herb and Everlasting Flower Wreath

*Maria Price, owner of Willow Oak Flower and Herb Farm, Severn, Maryland will give a hands-on demonstration workshop to create an Aromatic Dried Herb and Everlasting Flower Wreath. All of the materials used to create a 10" wreath are grown in her demonstration gardens at her farm and can be easily grown on any Maryland Farm*

*Cost: \$30.00*

#### ■ Road Map to Financial Security – Estate Planning and Retirement

*Joanne Hamilton and Diane Rowe are Family Consumer Science/Financial Management Educators with the University of Maryland Cooperative Extension. They will present a hands-on program that will walk the participant down the roadway of finances toward a secure future.*

*Cost: \$30.00*

#### ■ Opportunities to Make Money -- May Cost More Than You Think!

*Bruce Stone and Ron Saacke from Virginia Farm Bureau will cover business liabilities and risk management for direct farm market activities. Learn what your business needs to know from apple picking to hay rides to petting zoos.*

*Cost: \$30.00*

**7:00 – 9:00 pm - Roundtable Discussion**

Thursday, February 20, 2003 – Tours



- **Tour 1 -- 7:45 am departure, Catoctin Mountain Orchard, Baugher's, Weber's Cider Mill Farm, Boordy Vineyard**
- **Tour 2 -- 8:00 am departure, Weber's Cider Mill Farm, Tom Reynolds, Baugher's, Catoctin Mountain Orchard**
- **Tour 3 -- 8:15 am departure, Baugher's, Tom Reynolds, Ethnic Market, Weber's Cider Mill Farm**

**Baugher's** <http://www.baughers.com>

Celebrating over 50 years Baugher's farm market, pick your own orchard, cider mill, scratch bakery and family restaurant is open year round. Baugher's offers homemade apple butter, apple cider and applesauce. The restaurant is known for it's homemade ice cream and fresh baked pies. The orchard produces a wide selection of pick your own and already picked fruits. The farm market has a wide selection of items for every season of the year.

**Boordy Vineyards** <http://www.boordy.com>

Maryland's oldest family-run winery is located in the Long Green Valley area of Baltimore County. The vineyard has produced its award winning wines since 1945. The 230-acre vineyard has a collection of 19<sup>th</sup> century farm buildings and plays host to tours, wine and music events. The vineyard also has a wine shop and is available for private events.

**Catoctin Mountain Orchard** <http://www.catoctinmountainorchard.com>

Owned and operated by the Black family, Catoctin Mountain Orchard offers fresh fruit, vegetables, jams and jellies ten months a year. The Black family grows a wide variety of pick your own fruit including cherries, blackberries and blueberries. The Catoctin Mountain Orchard also has fresh baked pies and home canned peaches and plums.

**Ethnic Market**

The tour will be visiting an ethnic market located on Reisterstown Road and serving Baltimore's ethnic community.

**Tom Reynolds**

Reynolds' farm has a roadside stand and also raises and processes turkeys for the holiday season. Customers can place orders at local farm markets for fresh Thanksgiving turkeys.

**Weber's Cider Mill Farm** <http://www.webersfarm.com>

Weber's is a third generation farm market located in suburban Baltimore County. The market features a country bakery, a gift shop, a cider mill, and local produce. Weber's also offers pick your own apples and fall activities such as scarecrow making and straw bale maze. Weber's is open from Easter to New Years.

**Dress casually to enjoy a day of tours, entertainment, education and fun. Box lunches and beverages will be provided.**

**8:00– 9:30 p.m. Ice Cream Social** (included in registration fee). Get a chance to make your own sundae and mingle with Direct Marketers.

Friday, February 21, 2003



Are you ready to follow the winds of change?

8:00 – 9:00 am	Registration				
9:00 – 9:30	Welcome: <b>Dr. Tom Fretz</b> , Dean of College, AGNR and <b>Robert Halman</b> , Assistant Secretary of Agriculture, MDA				
	GIFT SHOP	CUSTOMER SERVICE	ENTERTAINMENT	PLANNING A MARKET	SUPPLEMENTING MARKET SALES
9:30 – 10:30	<i>Gift Shop Basics</i> Mike Delano, Country House	<i>To Catch a Thief: Honest Ways to Deal With Customer and Employee Theft</i> John Muzzi, Wexford Group	<i>Entertainment to the Max</i> Rachel Graves, Graves Mt. Lodge, VA	<i>Market Construction: Trials &amp; Tribulations</i> Scott Brown, Browns Market PA	<i>Adverti\$ing Dollar\$ Well \$pent</i> Fred Funk, Entrepreneur
10:30 – 11:30	<i>Tracking What's Hot</i> Carole Baylor Hamn, Country Cupboard PA		<i>Country Critters Should Not Cage You In</i> Jay Milburn, Milburn Orchards	<i>From Farmers' Markets to Restaurants</i> Elizabeth Beggins Pot Pie Farm	<i>\$elling Organic at Tailgate Markets and More</i> Jack & Becky Gurly, Calvert's Gift Farm
11:30 – 1:30	Lunch (on your own) and Trade Show Opens				
1:30 – 2:30	<i>Marketing YOUR Attractions</i> Kathy McGruder, Queen Anne's Co. Dept of Business & Tourism	<i>Mentoring – Educating Employees</i> Michelle Wright Wright's Market	<i>Are Balloons and Birthdays in Your Future?</i> Yvonne Kronlage Liliput Lane	<i>Market Design From Lights to Layout</i> Charles Wright, Wrights Market	<i>Herb\$ are Hot in the Market Place</i> Steve Hirshfeld Hillcrest Nursery
2:30 – 3:30	<i>Tracking What's Hot</i> Carole Baylor Hamn, Country Cupboard PA	<i>To Catch a Thief: Honest Ways to Deal With Customer and Employee Theft</i> John Muzzi, Wexford Group	<i>Farm Markets as Town Events</i> Donna Dunay Virginia Tech	<i>Let the Computers Do the Work</i> Susan Schoenian, Extension Educator, MCE	<i>So, You Thought Eggplants Were Only Purple &amp; Other Ethnic Vegetables</i> Stephan Tubene, MCE Extension Specialist
3:30 – 4:30	<i>Gift Shop Basics</i> Mike Delano, Country House		<i>Country Critters Should Not Cage You In</i> Jay Milburn, Milburn Orchards	<i>Putting it all on Paper – Business Planning</i> Ben Beale, Extension Educator, MCE	<i>Are You Hungry? \$pecial Food\$ to Draw Customer\$</i> Pam Mount, Terhune Orchards NJ
4:30 – 6:30 pm	Trade Show				

# Saturday, February 22, 2003



Are you ready to follow the winds of change?

8:00 – 2:00	Visit Trade Show & Network				
8:00 – 9:00 am	STATE MEETINGS (your chance to stay involved with your state's direct farm market association)				
	AGRI-TOURISM	BEHIND THE SCENE	SETTING UP A MARKET	PLANNING A MARKET	\$UPPLEMENTING MARKET \$ALES
9:00 – 10:00	<i>Becoming a Destination</i> Stan Brown, Browns Market, PA	<i>How Far Are You Willing to Go For Your Customer?</i> Dr. Memo Diriker, Salisbury University	<i>Creating Displays That Fly Out the Door</i> Vanessa McCutcheon-Smith, McCutcheons Apple Products.	<i>Market Design From Lights to Layout</i> Charles Wright, Wrights Market	<i>Blooming Flower\$ + Tailgate Markets = More Buck\$</i> Dave Lines Dave Lines Cut Flowers
10:00 – 11:00	<i>Dinner in the Garden</i> Beverly Morton Billand, Patowmack Farm – Dinner in the Garden LLC	<i>How Far Are You Willing to Go For Your Customers?</i> Panel of Farm Marketers: Les Richardson, Judy Harlan, Ronnie Lee	<i>Equipment Roundup</i> Michael DiPillo Drekil Machines	<i>Is a Greenhouse in Your Future?</i> Carrie Engle, Valley View Farms	<i>A Bouquet of Flowers to Nibble? How to Entice Customers</i> Bob Russell, Custom Grower
11:00 – 1:00	Lunch (on your own) and Visit Trade Show				
1:00 – 2:00	<i>N is For Nutrition</i> Lisa Lachenmyer, Extension Educator, MCE	<i>Selling vs Marketing</i> Dr. Memo Diriker, Salisbury University	<i>Festival Fever</i> Todd Butler Butler's Orchard	<i>Jumping Into a Market</i> Gordon Johnson, Delaware Cooperative Extension	<i>E-Tailing to \$uit Your Business</i> Ronnie Lee and Milburn Orchard
2:00 – 3:30 pm	Braggs & Blunders (Bring stories, pictures, and slides of your brags and blunders for a chance to win a \$100 prize)				

# Registration Form



*Are you ready to follow the winds of change?*

Check or money order enclosed (made payable to MADMC)

University of Maryland  
 ATTN: MADMC  
 1202 Symons Hall  
 College Park MD 20742-5565

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

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

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

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

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

Conference registration fee includes Thursday evening ice cream social, Friday's, and Saturday's programs. These prices reflect the cost for one person. Wednesday workshops, Thursday bus tours and Network and Nibble Fiesta are separate charges.

(received before 1/19/03)	PRICE	EARLY PRICE	REGULAR
<b>CONFERENCE REGISTRATION:</b>			
First person from one business	\$75.00		\$85.00 x ___ = _____
Additional people from business	\$45.00		\$55.00 x ___ = _____
<b>WORKSHOP REGISTRATION:</b>			
Added Value – Creating an Aromatic Dried Herb & Everlasting Flower Wreath			\$30.00 x ___ = _____
Road Map to Financial Security – Estate Planning & Retirement			\$30.00 x ___ = _____
Opportunities to Make You Money May Cost You More Than You Think			\$30.00 x ___ = _____
<b>BUS TOUR REGISTRATION:</b> (BOX LUNCHES PROVIDED – PLEASE INDICATE SPECIAL DIETIERTY NEEDS)			
Tour 1			\$30.00 x ___ = _____
Tour 2			\$30.00 x ___ = _____
Tour 3			\$30.00 x ___ = _____
<b>NETWORK AND NIBBLE FIESTA:</b>			
Dinner, Entertainment and Silent Auction			\$20.00 x ___ = _____
Ages 10 – 15 (under 10 attend free)			\$10.00 x ___ = _____

**TOTAL** \_\_\_\_\_

## Registration Information

Conference registration fee includes Thursday evening ice cream social, Friday's, and Saturday's programs. These prices reflect the cost for one person. Wednesday workshops, Thursday bus tours and Network and Nibble Fiesta are separate charges. Casual dress for conference activities, tours and workshops.

### ***Registration for this conference is open:***

Wednesday, February 19 <sup>th</sup>	noon – 5 pm
Thursday, February 20 <sup>th</sup>	7:30 am – 5 pm
Friday, February 21 <sup>st</sup>	8 am – 5 pm
Saturday, February 22 <sup>nd</sup>	8am – noon

### ***Register Early***

Conference registration paid by January 19<sup>th</sup> receives a \$10 discount. Workshops and tours have limited space and receive no discount.

### ***Overnight Facilities***

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

Holiday Inn Select  
2004 Greenspring Drive  
Timonium Maryland  
410-252-7373, ext. 761  
[www.hiselectbaltimore.com](http://www.hiselectbaltimore.com)

MADMC participants receive conference rate of \$79.00 plus tax. Be sure to mention "MADMC Conference" when making reservations.



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### Directions

**From the South:** Take I-95 North to 695 West toward Towson. Take exit 24 onto I-83 North (signs indicate York, PA). Take the first exit, 16A, Timonium Road. (see below)

**From the North:** Take I-95 South to 695 West toward Towson. Take exit 24 onto I-83 North (signs indicate York, PA). Take the first exit, 16A, Timonium Road. (see below)

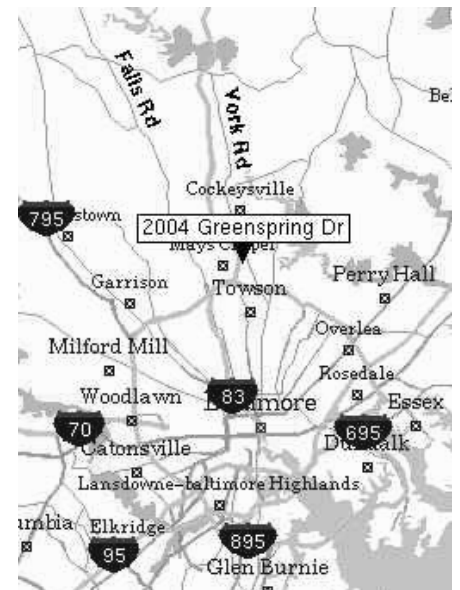
**From BWI Airport:** Take I-295 North to 695 West toward Towson. Take exit 24 onto I-83 North (signs indicate York, PA). Take the first exit, 16A, Timonium Road. (see below)

Turn right at the light onto Greenspring Drive and right again at the fourth driveway to the Holiday Inn Select.

### ***Brag & Blunders:***

Will be held Saturday afternoon. Please bring stories, pictures and slides of your brags and blunders.

A **\$100** prize will be awarded for the most unique situation.



### ***Questions & Additional Information:***

301-405-2436 or [www.MADMC.com](http://www.MADMC.com)

University of Maryland  
ATTN: MADMC  
1202 Symons Hall  
College Park MD 20742-5565



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