

**MADMC'04, Feb. 22-25, 2004, Clarion Hotel, Cherry Hill, NJ**  
**It's in the Bag – Profits Under Pressure**

	<b>Sunday Feb 22</b>	
<b>a.m.</b>	<b>Tours</b>	
	<p align="center">New Jersey EcoComplex, Bordentown, NJ</p> <p>The New Jersey EcoComplex, a consortium of Rutgers University, Stevens Institute of Technology and the Burlington County Board of Chosen Freeholders, performs research and develops new technologies to address the pressing environmental, solid waste, and resource-recovery issues faced in New Jersey. The one-acre greenhouse is a commercial, real-life demonstration of landfill gas cogeneration at work. The greenhouse, office and lab spaces at the facility are heated by landfill gas, as are the aquaculture/agriculture systems that allow for year-round production of food crops.</p>	
	<p align="center">CS Heal, Burlington, NJ</p> <p>The Heal family has been farming in the same location in Burlington Township, Burlington County, since 1946. Originally, a 300-acre farm, today this 25-acre farm, with one acre being farmed under plastic, lies amid a growing community. The market operation is open 10 months a year, offering customers a variety of in-season fresh fruits and vegetables, and fresh bakery products, as well as bedding plants, perennials, annuals and holiday plants.</p>	
<b>Lunch Break</b>		
<b>p.m.</b>	<p align="center">Springdale Farms, Cherry Hill, NJ www.springdalefarms.com</p> <p>Springdale Farms is a 100-acre farm, producing over 30 varieties of farm-fresh fruits &amp; vegetables. For more than 50 year, they have prided themselves on delivering outstanding produce, herbs, flowers, fresh baked pastries and even entertainment to their loyal customers. The educational, evening and pumpkin hayrides provide the community with a fun, exciting way to learn about and appreciate life on a farm. Our other events include Strawberry Social, Customer Appreciation Weekend, Fall Harvest Weekend and various other special events. One of the most highly acclaimed events at Springdale Farms is "pick-your-own" produce, enabling customers to get a hands-on experience and ensuring them only the freshest fruits and vegetables.</p>	<p>??</p> <p><b>NJ Farmers' Market Managers' Workshop</b></p> <p>??</p> <p>(all day/half?)</p>
	<p align="center">Johnson's Corner Farm, Medford, NJ www.johnsonsfarm.com</p> <p>The Johnson Family has been in the farming business for over four generations. They are dedicated to providing their customers with a fun, educational farm experience as well as providing them with the highest quality products from their fields, bakery and farm kitchen. They provide a tented picnic area and accept reservations for birthday parties, picnics, family get-togethers and company picnics, accommodating up to 300 people</p>	
<b>Evening</b>	<b>Round Tables &amp; Tour Wrap Ups</b>	
	<b>?Ice Cream Social?</b>	

**Theme Suggestions:**

- |  |                                |
|--|--------------------------------|
| ★ It's in the Bag—Profits Under Pressure | ★ Beating the Odds             |
| ★ Direct Marketing—The Odds are FOR us!  | ★ Jersey Fresh Marketing Ideas |
| ★ Marketing Against the Odds             | ★ Fresh Marketing Ideas        |
| ★ Challenging the Odds                   | ★ Marketing Fresh Ideas        |
| ★ What are the Odds?                     |                                |

**MADMC'04, Feb. 22-25, 2004, Clarion Hotel, Cherry Hill, NJ  
It's in the Bag – Profits Under Pressure**

**Monday, Feb 23**

a.m.  
9-10am

General Session

**Brags & Blunders**

Marketers share their best and worst ideas from the past year. Giving you the latest look at what or what not to do. Bring your ideas, props, pictures and whatever it takes to make your point. You could win a prize.

10:15-1

Keynote Speaker  
??

Lunch  
Break

Luncheon

Welcoming Remarks:

- ★ Rick VanVranken, Rutgers Co-Operative Extension – NJ MADMC Coordinator
- ★ Rich Nieuwenhuis – President, New Jersey Farm Bureau
- ★ Charlie Kuperus - New Jersey Secretary of Agriculture
- ★ ??, Executive Dean, NJAES/Cook College

p.m.

Breakout Sessions

2-3pm

Promotion	Farm Entertainment	Business Management	Labor and Customer Service	Expanding Your Business
<b>Direct Marketing for Business Success</b> Robert Farr, Purcellville, VA	<b>School Tours</b> <i>From New York City to the farm. This innovative farmer will explain his take on the most effective way to run school tours.</i> Ken Wightman Wightman Farms	<b>Estate Planning Awareness</b> <i>Tackling one of the industries biggest challenges. Learn what &amp; what not to do.</i> Dr. John Becker, Penn State Univ, Ag Economics	<b>Developing a Training Program for your Employees</b> Mary Nikola Director, Leadership and Organizational Development Rutgers Co-op Extension	<b>Adding a Greenhouse</b> Virginia Rosenkranz, MD Co-op Extension, Salisbury, MD
	<b>Fee Fishing</b> <i>Study a first season fee fishing operation from A-Z. Get the permits, the fish and see the numbers.</i> Norm Schultz Linvilla Orchards	<b>Families in Business</b> Dr. Jim Beierlein, Penn State Univ, Ag Economics	<b>Hiring Your Farm Market Employees</b> <i>Our employees are our business. Learn how to hire the best!</i> Michelle Hammel, Esquire, NJ Dept. of Ag	<b>Gift Shop</b> Joanne Weber, Weber's Cider Mill Farm, Baltimore, MD
	<b>Birthdays Parties (and Weddings)</b> <i>Chuck e Cheese, Ice Skating, The Zoo, The Museum of Natural History or a Hayride and Pizza Party. Get in on the fun and profits of parties and weddings, too.</i> Mary Ann Jarvis Springdale Farms	<b>The Little Things That Mean a Lot</b> James Binsberger, Homestead Orchards, Perhaskie, PA	<b>Communicating with Spanish Speaking Employees &amp; Customers</b> <i>Don't miss out on the opportunities presented by the fastest growing portion of the population.</i> Pedro Perdomo Rutgers Co-Operative Extension	<b>Targeting Customers</b> Shannon Potter, MD Co-op Extention, Easton, MD

Evening

Dinner on your own

7pm

**Garden State Wine Tasting and Networking Party  
In the Trade Show**

**MADMC'04, Feb. 22-25, 2004, Clarion Hotel, Cherry Hill, NJ  
It's in the Bag – Profits Under Pressure**

Tuesday Feb 24

**State Association Breakfast**

Each of the five states direct marketing associations that support MADMC hold their annual meetings. Your participation makes it all work, please come to your states meeting, enjoy breakfast and get involved!

**Breakout Sessions**

	<b>Promotion</b>	<b>Farm Entertainment</b>	<b>Business Management</b>	<b>Labor and Customer Service</b>	<b>Expanding Your Business</b>	<p align="center"><b>Welcome SOUTH JERSEY FRUIT MEETING Attendees ***** Please attend the breakout sessions of your choice!</b></p>
7:30am						
9-10am	<p align="center"><b>Holiday Activities</b> <i>Terhune Orchards celebrates the seasons with a host of events to keep customers coming all year 'round.</i> Pam Mount Terhune Orchards</p>	<p align="center"><b>Festivals From Concerts to Murder Mysteries</b> <i>The latest approaches to get visitors to your farm.</i> Robert Matarazzo RJM Marketing</p>	<p align="center"><b>Crisis Management</b> Toby Treem, MD Farm Crisis Intervention Program, MD DOA  &amp; NJ rep</p>	<p align="center"><b>The PAFARM Lending Library</b> <i>From books to video, see how this state association purchases and shares these vital learning tools.</i> Brenda Brown Browns Orchards &amp; Farm Market</p>	<p align="center"><b>Creatively Marketing Herbs</b> Jerry Jordan, Longridge Gardens, Parsonsburg, MD</p>	
10-11am	<p align="center"><b>Merchandising —Stimulating the Consumer to Buy</b> <i>Make your products look their best &amp; fly off the shelf.</i> David Long <i>Taste Magazine</i></p>	<p align="center"><b>Fee Fishing</b> <i>Study a first season fee fishing operation from A-Z. Get the permits, the fish and see the numbers.</i> Norm Schultz Linvilla Orchards</p>	<p align="center"><b>Direct Marketing Dairy Products</b> Courtney Haase, Nunsuch Dairy &amp; Cheese, Bradford, NH</p>	<p align="center"><b>Theft Prevention</b> Sergeant Cordero, NJ State Police West Trenton, NJ</p>	<p align="center"><b>Growing Cut Flowers</b> Jenny Carleo, Rutgers Co-op Extension, Mays Landing, NJ</p>	
11-12	<p align="center"><b>Managing Special Events &amp; Festivals</b> James Binsberger, Homestead Orchards, Perhaskie, PA</p>		<p align="center"><b>WIC &amp; FMNP</b> <i>Do you redeem your share of the USDA's Seniors &amp; Women with Infants &amp; Children coupons for fresh produce from farmers' &amp; farm markets?</i> Ron Good NJ Dept. of Ag</p>	<p align="center"><b>Electronic Marketing Panel Discussion</b> Rod Wiedner, backyardbison.com &amp; Michelle Frain, Rodale Institute</p>	<p align="center"><b>Selling with a CSA (Community Supported Agriculture)</b> Jack Gurley, Calverts Gift Farm, Sparks, MD</p>	

**Luncheon Buffet**

In the Trade Show

Wrap up General Session

1:30	<p align="center">Keynote Speaker <b>Jim Lanard</b> <b>FLG Strategies</b> E-Coli, Hayride Liability, Drought, Hurricanes and Crop Shortages. Learn how to answer the tough questions on the spot and how to turn them to your advantage.</p>	<p align="center"><b>SOUTH JERSEY FRUIT MEETING</b> (see attached program)  <i>MODERATOR Jerome L. Frecon, Agricultural Agent, Rutgers Cooperative Extension of Gloucester County</i></p>
------	--	---

**MADMC'04, Feb. 22-25, 2004, Clarion Hotel, Cherry Hill, NJ  
It's in the Bag – Profits Under Pressure**

Wednesday Feb 25			
a.m.	Workshops		
	Off-site @ Linvilla	Evaluate Your Sales Displays and Layout—McCutcheon's	???
Lunch Break	Box lunch	On your own	On your own
p.m.	Adjourn		

**SOUTH JERSEY FRUIT MEETING**

Tuesday, February 24, 2004

**MODERATOR** *Jerome L. Frecon, Agricultural Agent, Rutgers Cooperative Extension of Gloucester County*

- 1:20 *Welcome and Announcements—Ed Gaventa, President, NJ State Horticultural Society*
- 1:30 *The New Jersey Peach Council Annual Meeting—Carl Heilig, Chair-Board of Trustees, NJ Peach Council*
- 1:45 *What Worked and What Didn't Work in 2003—Dave Schmitt, IPM Program Associate Tree Fruit, RCE*
- 2:05 *Getting Back to Basics - Can We Reduce Spray Costs for 2004?—Dean Polk, IPM Fruit Agent, RCE*
- 2:30 *Tree Fruit Entomology Recommendations for 2004—Dr. Peter Shearer, Specialist in Tree Fruit Entomology, RCE*
- 3:00 *Research Results on Peaches with Practical Applications for 2004—Dr. Norman Lalancette, Specialist in Tree Fruit Pathology, RCE*
- 3:30 *Stinger for Good Weed Control in Fruit Orchards—Dr. Brad Majek, Specialist in Weed Science, RCE*
- 4:00 *Worker Protection Problems and Solutions—Dr. George Hamilton, Specialist in Pest Management, RCE*
- 4:30 *ADJOURN (N.J. Pesticide Units will be provided)*