



**Farmers Direct Marketing Association**  
February 23-26, 2005

Group #7747

Reservation Form      Reservations Due: February 11, 2005

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

Credit Card Type: \_\_\_\_\_

Card No. & Exp. Date: \_\_\_\_\_

Name As Appears on Card: \_\_\_\_\_

Payment in the amount of \$ \_\_\_\_\_ is enclosed. Check no. \_\_\_\_\_

Accommodations Required (prices include 3 meals per day):

Standard Room (\$140 per night per person plus tax)

Standard Room (\$195 per couple per night plus tax)

Guest Suite (\$185 per night per person plus tax)

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Smoking?  Yes  No

Special Requests: \_\_\_\_\_

Day or Spousal Rate Guest (\$55 per person per day plus tax)

Name(s) \_\_\_\_\_

Conference Attendance Dates: \_\_\_\_\_

Confirm via:  FAX  E-mail (see note below)

Note: To confirm reservations, a credit card number with signature or advance payment in the amount of \$150.50 for a single occupancy or \$211 per couple per night must be received. Deposits are due within 7 days following the reservation request. Confirmations will be processed within 3 business days.

Reservations due date is 2/11/05. Requests for reservations after this date will be on a space and rate available basis. Cancellations received after 2/11/05 will be charged for each night reserved to the credit card number provided or forfeiture of advance payment. The same penalty will apply to guests who do not arrive.

My signature in the space provided authorizes use of the above stated credit card for reservation payment or any cancellation or no show penalty that may become due:

Signature: \_\_\_\_\_

18980 Upper Belmont Place • Lansdowne, VA 20176 • ATTN: Reservations  
703-724-6170 • FAX 703-724-5641 • E-mail: reservationsma@conferencecenter.com

**MADMC 2005**  
**1100 Bank Street, 9th Floor**  
**Richmond, VA 23219**

# Hunting for New Ideas?

**MADMC 2005**



**Come to Virginia**  
**February 23-26, 2005**  
**The National Conference Center**  
**Loudoun County, Virginia**

**Mid-Atlantic**  
**Direct Marketing**  
**Conference**

# Hunting for New Ideas?

Come to Virginia's Hunt Country  
for the  
Mid-Atlantic Direct Marketing Conference  
February 23-26, 2005  
The National Conference Center  
Loudoun County, Virginia

## IMPORTANT

You must make your room reservations at The National Conference Center by February 11, 2005. Whether you plan to stay overnight or just attend during the day, you must fill out the Conference Center reservation form and send it in. They must have your name at the security gate when you arrive.

The conference registration form is also included in this brochure. Please fill it out and return it with your check by February 1, 2005.

For more information, visit the following web sites:

- [www.madmc.com](http://www.madmc.com)
- [www.conferencecenter.com](http://www.conferencecenter.com)
- [www.rural-loudoun.state.va.us](http://www.rural-loudoun.state.va.us)
- [www.VisitLoudoun.org](http://www.VisitLoudoun.org)

**MADMC 2005**



## February 23, 2005

Breakfast  
Buses leave the National Conference Center at 9 a.m.

### Farm Tour

Traveling through quaint country towns and beautiful rolling farmland in Loudoun County, the tour will visit three diverse operations. **Ayrshire Farm** has a commitment to bringing both livestock and crop production self-sufficiency and profitability using humane, organic, sustainable farming methods, preserving genetically viable herds of various rare breeds, and contributing to seed pools for heirloom plants.

**Great Country Farms** begins their season with pick-your-own strawberries and spring annuals. Raspberries, blackberries, sweet corn, tomatoes and fresh veggies keep you coming back. There's lots of family fun with hayrides, mazes, fishing, and animals to feed. You will visit their 20,000-square-foot greenhouse, where they grow bedding plants for Bell Nursery, which sells the plants to large retailers such as Home Depot.

**Tarara Winery and Nursery** just outside of Leesburg has it all - a nursery business, vineyards and winery, festivals, pick-your-own, hayrides, and much more. In addition to the vineyards, Tarara has asparagus, blackberries, and 11 varieties of apples. Picnic shelters on the lake are available for group activities or you can relax on the winery deck overlooking the Potomac River.

Return to the National Conference Center for dinner.  
Roundtable discussions with tour hosts

## February 24, 2005

### General Session

Welcoming Remarks - Agriculture Commissioner Carlton Courter  
Keynote Address

### Concurrent Sessions

| Farmers' Market Managers | Moneymakers   | Agritourism          |
|--------------------------|---------------|----------------------|
| Vendor Recruitment       | Paintball     | Farm Vacations       |
| Local Tie-Ins            | Trains        | History              |
| Funding Sources          | Wi-Fi Zones   | Local Tie-ins        |
| Special Events           | Wine Tastings | Is It Right for You? |

### It's Not Your Grandpa's Farm

|                | Housekeeping          |
|----------------|-----------------------|
| Alpacas        | It Pays to Plan       |
| Cut Flowers    | Do I Need a Web Site? |
| Meat Marketing | Creating A Market     |
| Birdwatching   | Bio-Security          |

### Trade Show Opens at Noon

Lunch at the National Conference Center 12-1 p.m.

### Virginia Wine & Food Reception in the Trade Show 4-6 p.m.

Dinner at the National Conference Center

## February 25, 2005

Breakfast at the National Conference Center  
Visit the Trade Show

### Concurrent Sessions

| Farmers' Market Vendors     | Moneymakers    | It's All About YOU                |
|-----------------------------|----------------|-----------------------------------|
| Product Mix                 | Prepared Foods | Stress Management                 |
| Tastings                    | Greenhouses    | Farmer to Business                |
| Special Events              | Rodeos         | Professional                      |
| Product Liability Insurance | Gift Baskets   | Putting the Media to Work for You |

### Buy Local Creative Finance

|                              |                |
|------------------------------|----------------|
| Selling to Local Restaurants | Grants         |
| Heirloom Apples              | Grant Writing  |
| Slow Foods                   | CSA's          |
|                              | State Programs |

Trade Show 12:15-2:15 p.m.  
Lunch and dinner at the National Conference Center

### Visit the Loudoun Heritage Farm Museum

Heirloom Apple and Artisanal Cider Tasting & Discussion & Apple Dessert

## February 26, 2005

### Growing \$Green\$: Making More Money at Your Farm Business

Presented by Jane Eckert, Eckert AgriMarketing

**Are you thinking you want to expand your farm business, but don't know what direction to take?** Let Jane Eckert give you a detailed map of the options. As a farm consultant, Jane has visited hundreds of farms and has seen first-hand why certain approaches work and why some owners succeed and others do not. Jane will help you analyze the opportunities for growth and evaluate the economic ramifications of adding enterprises. You'll learn the proven, logical steps to take so that your farm can become a thriving destination.

### Nationally-known farm consultant and marketing expert, Jane Eckert,

was raised on her family's apple orchard outside of St. Louis, Missouri. She went on to pursue a career in corporate marketing, working for such giants as Atlantic Richfield Oil Company. Combining her marketing expertise and her passion for agriculture, she returned to her roots as Vice President of Marketing for Eckert's Country Store and Farms. Through innovative ideas and working closely with CVB's and tourism authorities, she helped develop the farm into one of St. Louis' most popular entertainment and tourist destinations, attracting 500,000 guests annually. In 2001, Jane created Eckert AgriMarketing, a full-service marketing and consulting firm offering a variety of services to the tourism industry and agricultural operations to help them harvest the rewards of agritourism. Most recently, she was hired by the State of Kansas to work with travel professionals, farmers and ranchers to develop agritourism in the state.



Jane Eckert

## Conference Registration Form

Name \_\_\_\_\_

Farm/Market \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

E-mail \_\_\_\_\_

Name(s) of Additional Registrants

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

|                      | Number           | Price Before 2/1/05 | Price After 2/1/05 | TOTAL           |
|----------------------|------------------|---------------------|--------------------|-----------------|
| Primary Registration | _____            | \$50                | \$100              | \$ _____        |
| Additional (each)    | _____            | \$35                | \$ 70              | \$ _____        |
|                      | <b>SUB-TOTAL</b> |                     |                    | <b>\$ _____</b> |

|              | Number                    | Price/ Person | TOTAL           |
|--------------|---------------------------|---------------|-----------------|
| Farm Tour    | _____                     | \$25          | \$ _____        |
| Wine Tasting | _____                     | \$10          | \$ _____        |
| Workshop     | _____                     | \$35          | \$ _____        |
|              | <b>TOTAL REGISTRATION</b> |               | <b>\$ _____</b> |

Make checks payable to "FDMA - MADMC" and mail to:

Cathy Belcher  
c/o VDACS Division of Marketing  
1100 Bank Street, 9th Floor  
Richmond, VA 23219

If you have any special needs, please contact  
Cathy Belcher

804-786-4046 or e-mail at cbelcher@vdacs.state.va.us

## Conference Speakers

### Laurie Richards

Laurie Richards was raised on a farm in South Dakota and began her career as a legislative correspondent for public broadcasting. Moving to Des Moines, Iowa, she managed leader communications for the National Pork Producers Council, the nation's largest commodity organization. She has hosted her own TV show, managed one of the nation's fastest growing public relations agencies, launched award-winning public affairs programs, and managed highly effective grassroots lobbying and professional development programs for agricultural companies and associations. Hundreds of farmers, ranchers, and agricultural marketing professionals have benefited from her training. Among Laurie's published works are *Speaking Without Fear*, *Managing People for Success*, and *Give Stress a Rest*. Laurie will be conducting a session of Stress Management on the Farm, as well as a session on Moving from Farmer to Business Professional.



### Pam Ciervo

Pamela Ciervo is Market Director for the Collingswood, New Jersey Saturday Farmers' Market. The market, in its sixth season, opened with 12 farmers and has grown to more than 30 farmers and related vendors. Pam organized the market opening while a stay-at-home mom and as vice president of a volunteer civic organization. Pam is a real estate broker with 20 years experience in management, sales and marketing. Pam will talk about vendor recruitment for farmers' market managers.

### Bill Walker

Bill Walker, agricultural marketing specialist with the New Jersey Department of Agriculture, works closely with the hospitality industry to promote the usage of Jersey Fresh agricultural products. Bill acts as department liaison to the New Jersey Restaurant Association, Central Jersey Slow Food Chapter, and New Jersey chapters of the Professional Chef's Association. Bill has also developed successful marketing and economic development programs for New Jersey's seafood and wine industries. Bill will talk about whether agritourism is right for you.

### Timothy J. Grandinetti, CEC



Timothy Grandinetti is President of the Nation's Capital Chef's Association and Executive Chef and Food & Beverage Manager of the Gaithersburg Marriott Washingtonian Center. Tim is a great believer in using locally-grown and locally-produced foods. What types of products are chefs looking for today? What quantities do they need? What is the best method of delivering those products? Tim is putting together a panel of "interesting characters" to help you in getting your products into the hands of local chefs.