

Ride the Reading



Monopolize the Profits

The 2006 Mid Atlantic Direct Marketing Conference (MADMC)

Where the consumer and the farmer meet.

Hosted by the Pennsylvania Retail Farm Market Association, Pennsylvania Department of Agriculture and Penn State Cooperative Extension
In consultation with the Direct Farm Marketing Associations, Departments of Agriculture and Cooperative Extension systems from Delaware, Maryland, New Jersey, and Virginia

February 22 – February 25, 2006

Sheraton Reading Hotel

Reading, Pa

We will be learning from innovative ag marketing leaders!

As a retail farm marketer or supporter, you play a critical role in feeding, entertaining, educating and serving consumers. You dedicate yourself to agriculture, your community and the environment that is the base for the quality of life we all enjoy. We can all benefit from keeping up to date on the latest innovations and technologies available for our enterprises.

MADMC 2006 is a conference you will want to participate in. Take a moment and look through this brochure to see the excellent educational opportunities we have in store for you. Each year the MADMC planning committees have enhanced the available educational and networking opportunities at this annual conference to further the economic impact of this expanding industry.

Pack your bags, bring lots of enthusiasm, and join us for MADMC 2006. We look forward to seeing you in Reading!

This conference is made possible through the support of:

PENNSTATE



College of Agricultural Sciences
Cooperative Extension



Pennsylvania Department of
AGRICULTURE



2006 Hosts:

Pennsylvania Retail Farm Market Association
Pennsylvania Department of Agriculture
Penn State Cooperative Extension

Wednesday, February 22, 2006

Workshop space is limited. Pre-registration is required.

8:00 Workshop registration opens

9:00 – 12:00 Wreaths, Swags, Bouquets and Decorations

Louise Bugbee is using her years of experience at both retail florist shops and private consultations to bring us this hands-on training in designing and building wreaths, swags, bouquets and display accessories for our markets. We will go away with samples made this morning.

9:00 - 4:00 Pricing Strategies to Increase Profits

F & F Consultants has developed this intensive, full-day workshop that will highlight methods of establishing price structures for our retail products. We will cover percentage mark up versus common sense pricing, customer perceptions and our customer base, pricing strategies and financial tools. F & F Consultants have developed an information publication for use during this session and when we get home. The fee for this workshop includes a buffet lunch.

9:00 – 12:00 Negotiating for Success

Dr. Becky Wagner is a highly sought facilitator for trainings on how to get what you need from negotiations. We will be learning and practicing the theory and methods behind meeting expectations when negotiating with customers, vendors, employees and family.

9:00 – 4:00 How Do You Utilize Your Farm?

Shelburne Farms is internationally recognized for their on-farm agricultural education events. This full-day workshop will not only provide us with the theory and practice of how to educate youth and adults, but they will be sharing specific curriculum we can take home and use immediately to enhance our farm tours, workshops, promotion materials, and exhibits as we strive to utilize all the available on-farm resources of interest to customers. The fee for this workshop includes a buffet lunch.

1:30 – 4:00 Communication and Motivation Skills

Karen Jett is a professional human resource developer and is delivering an interactive workshop on communications. This is not your typical communications class. We will be learning and practicing skills needed for effective communications and motivation with family, employees and customers.

1:30 – 4:00 Creating a Buzz in Your Bakery

H.C. Brill is sharing some trade secrets in this workshop on how to bring additional excitement into our market through the bakery. Jennifer Holmes will be discussing the ingredients to creating surprise and developing an upscale trade for this important part of our product mix.

7:00 Evening Round Table Discussions

MADMC planners are leading this open ended direct-to-consumer farm marketing discussion venue. Current hot topics and your specific concerns will be reviewed in this casual, informative setting.

Thursday, February 23, 2006

Bus space is limited. Pre-registration is required.

Farm Market Bus Tour registration opens at 8:00 AM. The buses will depart promptly at 9:00 AM and we expect to return to the conference facility by 5:00 PM. Lunch and refreshments are included.

This year's Retail Farm Market Bus Tour hosts include:

Way-Har Farms, Bernville

<http://www.wayharfarms.com>

The farm was purchased by the Leshner Family in 1952 with the farm market opening in October of 1970. An addition to the market was added in 1980. This simple farm market highlights milk, bakery items, handmade chocolates, candy and over 60 flavors of ice cream! Each day, chef Beth creates several lunch specials. In addition to several soups, and at least one hot lunch special, there are numerous deli specials offered.

Weaver's Orchard, Morgantown

<http://www.weaversorchard.com>

Weaver's Orchard Farm Market is a great place to shop for homegrown fruits and vegetables. Pumpkins, festivals and hayrides provide for a great family outing. The year-round market carries a full line of locally grown produce when in season, along with fruits and vegetables from around the world, baked goods, and a wide selection of plants and flowers.

Dan Schantz Greenhouse & Cut Flower Outlet

<http://www.danschantzgreenhouse.com>

In 1957, Dan and Mildred Schantz purchased a farm ten miles south of Allentown, Pennsylvania. At that time, the main crops were fruits and vegetables, which were retailed at local farmers markets and a road stand. As the road stand business expanded, the farm operation grew and branched into the greenhouse production of bedding plants. On September 12, 2002 a new retail market with 32,000 square feet of retail greenhouse space was opened. It's a flower show every day!

Crystal Springs Farm, Schnecksville

Crystal Spring Farm recently celebrated their 100th anniversary. The retail market was established in 1975 and has been the freshest source of milk and ice cream ever since. This fourth generation family farm also offers its customers the Tulip's Café & Creamery. Tulip's is used to prepare and market farm products and services. From soup, salad and sandwiches through ice cream desserts, this enterprise is extremely popular with their loyal customers. This market is open year-round and offers a full service grocery section with farm raised beef, in addition to the milk and on-farm processed dairy products.

Blue Mountain Vineyard, New Tripoli

<http://www.bluemountainwine.com>

In 1986 the initial vineyard of five acres was planted. The Greffs have continued adding grapes up to the present 50 acres. The grapes are hand picked at their peak of ripeness, fermented in stainless steel tanks, aged in French Oak barrels if appropriate, and sterile bottled. Customers enjoy sampling wines on the large outdoor deck surrounded by ponds and terraced vineyards. Blue Mountain can fill your order through their retail outlets, by mail, phone, fax, e-mail, or through their Web site.

Allentown Fairgrounds Farmers Market

<http://www.fairgroundfarmersmkt.com>

Meats, poultry, produce, deli, baked goods, gourmet items, seafood, candy, snacks, flowers, prepared foods and much more are sold by the 65 merchants at "The Most Modern Old-Fashioned Market in the East." A brick exhibition hall built on the fairgrounds in 1911 and the "new wing" built in 1958 make this 90,000 square foot market one of the largest in the Northeast.

6:30 Opening reception with more than enough food and fun for all!

Join us in kicking this conference into high gear! Please, dress casually for the free food, fun, entertainment and networking with friends. This year's entertainment is Lewis Baumgartner "The World's Worst Farmer." Lewis is widely recognized for his humor and wit and has entertained crowds at hundreds of meetings and conventions across the U.S. and Canada.

Friday, February 24, 2006

Conference Registration Opens at 8:00 AM

(Revised February 3, 2006)

9:00	School of Country Living <i>- Orner Brookville, Pa</i>	Rescue Your Accounting Department From Gilligan's Island <i>- Jett Telford, PA</i>	Greenhouse Product Trends <i>- Metzler Kittanning, PA</i>	Targeting Your Customers <i>- F & F Consultants Millersville, PA</i>	Soils To Sauce <i>- Shelburne Farms Shelburne, VT</i>
10:00	Crop Insurance Experiences And Expectations <i>- Gantz Harrisburg, PA</i>	What Creditors Look For <i>- McGuirk Allentown, PA</i>	Building a Conference Center <i>- Hill Youngsville, NC</i>	Field Notes On What We've Learned About Hard Cider	
11:00	C.S.A. And Cooking Classes <i>- Tait Centre Hall, PA</i>	FREE On-Line Marketing Using AGMAP <i>- Day University Park, PA</i>	Is Your Market And Farm Insurance Adequate? <i>- Kime Gettysburg, PA</i>	<i>- McGonegal Burlington, WI</i>	Make-it and Take-it <i>- Berry Macungie, PA</i>
Noon until 2:00	Trade Show Opens		Lunch in the Trade Show Area		
2:00	Our Own Specialty Meats <i>- Stutzman Kutztown, PA</i>	Farm Market Safety Checks <i>- Murphy University Park, PA</i>	Developing Innovative Products <i>- Tait Centre Hall, PA</i>	What Is The Women In Ag Network ? <i>- Moist State College, PA</i>	You have the chance to learn and build projects to take home for decoration or sale during several demonstrations.
3:00	Confessions Of A Milkman <i>- Itle Loretto, PA</i>	Growing Our Special Events <i>- Weaver Bowers, PA</i>	Making Salespeople <i>- Bogash Chambersburg, PA</i>	On-Farm Risks & Working With Your Agent <i>- Dennis Merietta, OH</i>	
4:00	What Makes An Effective Display <i>- Roth Ithaca, NY</i>	Improving Cash Flow <i>- F & F Consultants Millersville, PA</i>	Sexual Harassment <i>- Thoman Jamison, PA</i>	Are You Ready For Rides & Amusements Inspection? <i>- PDA</i>	

Saturday, February 25, 2006

Conference continues

(Revised February 3, 2006)

7:30	<p style="text-align: center;">State Association meetings</p> <p style="text-align: center;">This is an opportunity to stay active, or join, in the direct-to-consumer farm marketing association serving your state.</p>				
9:00	<p>Here Comes The Super Center – Will You Survive?</p> <p>- Lloyd Virginia Beach, VA</p>	<p>Vacation Days And Summer Camps On Our Farm</p> <p>- Shelburne Farms Shelburne, VT</p>	<p>Agri-Tourism to Increase Profits</p> <p>- Bennett Tazewell, VA</p> <p>Sandra has presented at several regional, national and international conferences on the subject of developing agri-tourism enterprises</p>	<p>Utilize Your Bakery To Maximize Profits</p> <p>- Voll Wexford, PA</p>	<p>Growing A New Market With Chick Rentals</p> <p>- Lynch Kutztown, PA</p>
10:00	<p>Marketing Our Promotional Events</p> <p>- Smith Sparks, MD</p>			<p>Business Seasons: Tracking Seeds To Sales</p> <p>- Lorette Pruden Belle Mead, NJ</p>	<p>What We Know About Adding A Train</p> <p>- Hill Youngsville, NC</p>
11:00	<p>It's About Time</p> <p>- Lloyd Virginia Beach, VA</p>	<p>The Right Container Mix For Greenhouse Sales</p> <p>- Goll Springfield, PA</p>			<p>Entertainment At Your Market</p> <p>- Ray Owen America's premiere fair and festival performer</p>
<p>Noon until 2:00</p>	<p>Lunch in the Trade Show Area</p>				
2:00	<p>Fishin' For Sales? . . . Better Bait The Hook</p> <p>- Lloyd Virginia Beach, VA</p>	<p>Upscaling Your Bakery</p> <p>- H. C. Brill Tucker, GA</p>	<p>Agri-Tourism to Increase Profits</p> <p>- Bennett (continued)</p>	<p>Measuring Farmers' Market Performance</p> <p>- Roth Itaca, NY</p>	<p>Is A Cut Flower Operation In Your Future?</p> <p>- Bogash Chambersburg, PA</p>
3:00					

This year's conference facility is the Sheraton Reading Hotel. Please make your own travel and lodging arrangements. Mention "MADMC" when making your reservations to take advantage of our special room rate.

Sheraton Reading Hotel
1741 Paper Mill Road
Reading, PA 19610

www.sheratonreadingpa.com
610-376-3811

Cassette audio recordings of sessions will be available for purchase at the conference.

Each participant receives written proceedings as part of the registration materials.

The Reading, Pennsylvania area has much to offer for your visiting pleasure. In addition to the numerous activities available as part of the "Pennsylvania Dutch" experience there are the world renown outlets to shop and a new Cabela's is a short drive from our conference facility.

Get your Brochures Evaluated!

This year's Communications Competition is a chance to have some of your printed materials critiqued by a professional graphics and visual arts team. In addition, the top three entries in both categories will receive an official MADMC plaque recognizing your market for the achievement and a cash prize. To enter your brochures in the communications competition please send entries with your conference registration. The deadline for entries is February 10, 2006. The two available categories are 1) General market information brochure, 2) Special event/activity promotion brochure/advertisement.

Questions and Additional Information	610-767-5026	telephone
	610-767-5034	fax
	lowhill@rcn.com	e-mail

Mail the completed registration information with check or credit card information to:

PaFarm
P.O. Box 5
New Tripoli, PA 18066

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact us in advance of your participation or visit.

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This publication is available in alternative media on request.

Registration Form

Registration fee includes the Thursday evening meal reception, all Friday sessions with lunch, and all Saturday sessions with lunch. Wednesday workshops and Thursday bus tours are separate charges. These prices reflect the costs for one person.

CONFERENCE REGISTRATION: Early Bird Price (if paid by 2/08/06) Regular Price

first person from one business \$110.00 \$125.00 = _____
additional people,
from same business, each \$80.00 \$95.00 x ____ = _____

WORKSHOP REGISTRATION:

Wreaths, Swags, Bouquets and Decorations \$25.00 x ____ = _____
Pricing Strategies to Increase Profits \$70.00 x ____ = _____
Communication and Motivation Skills \$25.00 x ____ = _____
How Do You Utilize Your Farm? \$70.00 x ____ = _____
Negotiating for Success \$25.00 x ____ = _____
Creating a Buzz in Your Bakery \$25.00 x ____ = _____
FARM MARKET BUS TOURS: \$30.00 x ____ = _____

TOTAL DUE = _____

- Check enclosed (made payable to PaFarm)
- Please charge (VISA or MASTER CARD, only), complete information below
Credit card payment is being accepted by mail or fax

Business Name _____

Address _____

Telephone _____ Fax _____ E-mail _____

Names of all registering _____

Credit card company _____ Card Number _____

Expiration date _____

Name on card (print) _____ Signature _____



MADMC 2007
Lighting the Way

Solomons Island
Maryland

Mid-Atlantic
Direct Marketing Conference (MADMC) 2007

Lighting the Way

SAVE THE DATE
February 21 - 24, 2007

Hosted by Maryland in Solomons Island

This conference is not to be missed.

Including trade show, workshops,
seminars & farm market tours

See what awaits you in Southern Maryland.

More information to follow
or contact 410-822-1244