

25th MID - ATLANTIC DIRECT MARKETING CONFERENCE AND TRADE SHOW

February 6-8, 2008
Sheraton Hotel - Dover, DE

PROGRAM



25th Mid-Atlantic Direct Marketing Conference and Trade Show

Wednesday, February 6, 2008

7:30 a.m. – **Registration Opens**

8:00 a.m. – 10:00 a.m. **Concurrent Workshops - Morning Sessions** – Moderator: Carl German

Workshop # 1 – **“Strategic Planning for the Direct Farm Market”** - Chardonney

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”** - Computer Lab, Baker Bldg.

Delaware State Univ.

Laurie Wolinski, Extension Risk Management, University of Delaware

Business operators that use QuickBooks will tell you that it is the best management decision 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.

10:00 a.m. – 10:15 a.m. – **Break – Refreshments Served**

10:15 a.m. to 12:15 p.m. - **Concurrent Workshops - Morning Sessions continue** – Moderator:
Anna Stoops

Workshop # 3 – **“How to Expand Your Farm Market Business Using E-Commerce”** –
Chardonney

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”** –
Champagne

Maggie Moor-Orth, DE State

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. The session is moderated by an experienced educator. 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 – <i>Atrium</i>					
11:00 a.m. – 1:00 p.m. Lunch – on your own					
1:00 p.m. General Session – <i>Sauvignon</i> – <i>Moderator: Carl German</i> Welcoming Remarks – Dr. Robin Morgan, Dean of the College of Agriculture and Natural Resources, UD “Trends: What’s Driving the Demand for New Farm Market Products?” – Lou Cooperhouse, Director, Food Innovation Center, Rutgers, the State University of New Jersey					
CONCURRENT SESSIONS					
	<i>Venetian</i> <i>Rick VanVranken</i>	<i>Champagne</i> <i>Anna Stoops</i>	<i>Chardonnay</i> <i>Shannon Dill</i>	<i>Sienna</i> <i>Gordon Johnson</i>	<i>Verona</i> <i>Kelli Steele</i>
	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 Panel: Dave Fleming, Shady Brook Farm, Yardley, PA & 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>Sauvignon</i> – <i>Moderator: John Berry</i> “Improving Your Farm Market Image” – Fred Funk, President, F & F Consultants, Funks Farm Market and Garden Center, Millersville, PA					
5:00 p.m. Networking – <i>State Association Meetings</i> <i>Venetian</i> – Maryland <i>Sienna</i> – New Jersey <i>Chardonnay</i> – Pennsylvania <i>Champagne</i> – Virginia <i>Board Room</i> - Delaware					
Exhibits Open/Visit Trade Show - Atrium					
6:00 to 8:00 p.m. Trade Show Open – Light Fare Dinner in Trade Show Area - Atrium - 25 th Mid-Atlantic Direct Marketing Conference and Trade Show Celebration – Ice Cream Social					
8:00 p.m. Roundtable Discussions – <i>Moderators: TBA</i> Coping with Higher Energy Prices – <i>Sienna</i> Managing and Training Employees – <i>Champagne</i> Keeping Things New and Different – <i>Chardonnay</i> My Best Money Making Idea - <i>Verona</i>					

Thursday, February 7, 2008

7:00 a.m.	Breakfast on your Own			
8:00 a.m.	Trade Show Open – Visit Exhibits - <i>Atrium</i>			
9:00 a.m.	General Session – <i>Sauvignon</i> – Moderator: Gordon Johnson <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				
	<i>Venetian</i> <i>Carl German</i>	<i>Champagne</i> <i>Cathy Belcher</i>	<i>Chardonnay</i> <i>Shannon Dill</i>	<i>Sienna</i> <i>John Berry</i>
	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 - <i>Atrium</i>			
2:00 p.m.	<i>Gordon Johnson</i> Experiences Growing Our Market – Panel: Becky Vanderwende, Little Wagon Produce, DE; Eric Johnson, Peter Johnson, Johnson’s Corner Farm Market, NJ	<i>Cathy Belcher</i> On Farm Vacations – Shannon Triplett, Kitty Nicholas, The Herds Inn at Hedgebrook Farm, Winchester, VA	<i>Carl German</i> Marketing Meat Goats to Non-Traditional Customers – Stephen Komar, Sussex Co. Ag Agent; Robert Mickel, Hunterdon Co. Ag Agent, Rutgers	<i>John Berry</i> Capturing the Diversity of Your Customer Base – Rick VanVranken, Atlantic Co. Ag Agent, Rutgers
3:00 p.m.	General Session – <i>Sauvignon</i> – Moderator: Shannon Dill <i>“Brag ‘n Blunders”</i> – Stan Dabkowski, <i>Spring Meadow Farm</i>			
4:00 p.m.	Networking in Trade Show Area – Visit Exhibits – <i>Atrium</i>			
6:00 p.m.	Trade Show Closes – Dinner on Your Own			
8:00 p.m.	Roundtable Discussions – Moderators: TBA Coping with Higher Energy Prices – <i>Sienna</i> Keeping Things New and Different – <i>Chardonnay</i>			
			Managing and Training Employees – <i>Champagne</i> My Best Money Making Idea - <i>Verona</i>	

Friday, February 8, 2008

6:00 a.m. - **Continental Breakfast for Tour Participants** – *Convention Lobby*

6:30 a.m. - **Board Buses** – *Convention Lobby*

Industry/Farm Market Tour

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)

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)

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 and catering facilities, nearby vineyard, and outdoor activity areas.

Noon – Lunch at the Pizzadili Winery

1:30 p.m. **Fifer Orchards**, Wyoming, DE

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 and to 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

The registration table will be 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.

Sponsors

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

Additional sponsors include Gardner Pie (Manheim, PA), Maryland Dept. of Agriculture (Annapolis, MD), Maryland Dept. of Agriculture/Rural Maryland Council (Annapolis, MD), and the USDA Farm Service Agency.



Announcing

2009 Mid-Atlantic Direct Marketing Conference and Trade Show

Date: January 13-16th, 2009

Theme: “Changing places, changing paces...imagine the possibilities!”

The 2009 Mid-Atlantic Direct Marketing Conference and Trade Show will be joining the all new Atlantic Coastal Agricultural Conference and Trade Show at the Trump Taj Mahal Casino-Hotel, January 13-15, 2009 with an optional farm market tour on the 16th. *Mark your calendar!*

Interested in promoting your business, special events, and/or product offerings? Go to www.agriculturehealth.com and sign up today! This website is designed specifically for fresh market growers, consumers, direct farm markets, and related industries.

It is the policy of the Delaware Cooperative Extension System that no person shall be subjected to discrimination on the grounds of race, color, sex, disability, age or national origin.