The Pennsylvania Women’s Agricultural Network in collaboration with The University of Scranton Small Business Development Center & Pennsylvania Department of Agriculture’s Risk Management Agency presents

GROW YOUR BUSINESS
BUSINESS & MARKETING STRATEGIES FOR SUCCESSFUL FARM ENTERPRISES
SPRING HILLS FARM  DALTON, PA  LACKAWANNA COUNTY

November 15, 2010  10:00 a.m.—4:30 p.m.

Understanding Financial Statements
Marketing your Farm Business

Join PA-WAgN at Spring Hills Farm where Margaret Hull will lead us on a farm tour and discuss how they have successfully applied business and marketing strategies to improve the farm’s business ventures. Follow-through with an afternoon of educational and planning sessions aimed at your farm business.

Session 2 offers a greater emphasis on developing a marketing plan. Attendance of Session 1 is not required.

AGENDA

10:00 a.m.  Registration & Welcome
10:30 a.m.  Farm Market Tour
Margaret Hull, Spring Hills Farm
11:30 a.m.  Understanding Basic Financial Statements
Maria Montenegro, Agri-Business Consultant
The University of Scranton Small Business Development Center
12:30 p.m.  Working Lunch
1:15 p.m.  Marketing Your Farm Business: Includes 4 P’s of Marketing, Social Media, Group Marketing Plan Activity, and Individual Marketing Plan Activity Evaluation
Maria Montenegro, Agri-Business Consultant
The University of Scranton Small Business Development Center
4:15 p.m.  Evaluation
4:30 p.m.  Adjourn

REGISTRATION
Registration Fee: $15 (fee includes lunch and materials)
Additional Details & Online Registration:
For additional details contact:
Linda Stewart Moist
lsm9@psu.edu or 814-865-7031
All are welcome to participate in events sponsored by PA-WAgN.

DIRECTIONS
Directions Available Online at:
http://www.springhillsfarm.org/directions.htm

Pennsylvania Women’s Agricultural Network is a partnership of Penn State Cooperative Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.