

The Pennsylvania Women's Agricultural Network  
presents

# ENHANCE DIRECT MARKETING WITH INFRASTRUCTURE

October 4, 2010

10:00 a.m.—4:00 p.m.



**PINEY CREEK GREENHOUSE**  
334 SPORTSMAN ROAD  
MARTINSBURG, PA 16662  
(BLAIR COUNTY)

**FRIENDS FARM**  
142 FRIENDS FARM LANE  
WILLIAMSBURG, PA 16693  
(BLAIR COUNTY)

Join **PA-WAgN** for a full-circle learning opportunity.

First stop, **PINEY CREEK GREENHOUSE** where we will learn how the owners have enhanced their direct-to-consumer sales through nursery-stock displays and structures. We will tour the greenhouse, gardens, and retail gift shop.

Second, we will visit **FRIENDS FARM**, where we will learn about the custom picnic enclosure that Vernon Martin designed to create a welcoming retreat for market customers and CSA members. Friends Farm owners, Chris Wise and John Favinger, will facilitate a hands-on construction workshop where participants will use Vernon's design to build the structure.

## AGENDA

10:00 a.m.	Welcome & Introductions
10:15 a.m.	Tour the Gardens, Greenhouses, and Retail Gift Shop at Piney Creek Greenhouse
Noon	Depart for Friends Farm
12:15 p.m.	Farm Fresh Networking Lunch at Friends Farm
1:00 p.m.	Hands-on Building Workshop
3:45 p.m.	Evaluation
4:00 p.m.	Adjourn

## REGISTRATION

Registration Fee: \$15  
(includes lunch & materials)

Online Registration:  
<http://bit.ly/Oct4Registration>

For additional details contact:

Linda Stewart Moist at  
[lsm9@psu.edu](mailto:lsm9@psu.edu), 814-865-7031

All are welcome to participate in events  
sponsored by PA-WAgN.

## DIRECTIONS

Directions to Piney Creek Greenhouse

Available Online at:

<http://bit.ly/Oct4Directions>

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**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

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