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

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

Increase Opportunities with a Business Plan
Increase Sales with a Marketing Plan

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. Develop skills necessary to develop effective business and marketing plans.

AGENDA

10:00 a.m.     Registration & Welcome
10:30 a.m.     Tour Spring Hills Farm & Discuss How Business Planning & Marketing contributed to their success — Margaret Hull, Spring Hills Farm
Noon          Networking Break
12:15 p.m.     Working Lunch
12:30 p.m.     Insurances Related to Direct Marketing: The New Pasture Policy
Lynn Kime, Senior Extension Associate
1:15 p.m.     Networking Break
1:30 p.m.     Building Your Business: Business Planning & Marketing for Women in Agriculture — 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

LEARN MORE
Spring Hills Farm: http://www.springhillsfarm.org/

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.