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-Directions from WEST- Interstate 78 EAST to Exit 60 (309 SOUTH); take immediate RIGHT onto the Center Valley Parkway/Saucon Valley Road Exit. Turn LEFT at Exit traffic light. Follow Center Valley Parkway approx. 1 mile. Turn RIGHT onto Saucon Creek Road. Penn State Lehigh Valley is on the RIGHT.
-From EAST- Interstate 78 WEST to Exit 60A (309 SOUTH); Take immediate RIGHT onto Center Valley Parkway/Saucon Valley Road Exit. Turn LEFT at Exit traffic light. Follow Center Valley Parkway approx. 1 mile. Turn RIGHT onto Saucon Creek Road. Penn State Lehigh Valley is on the RIGHT.
-From EAST ALLENTOWN - Route 145 SOUTH to 309 SOUTH; Take immediate RIGHT onto Center Valley Parkway/Saucon Valley Road Exit. Turn LEFT at Exit traffic light. Follow Center Valley Parkway approx. 1 mile. Turn RIGHT onto Saucon Creek Road. Penn State Lehigh Valley is on the RIGHT.
-From BETHLEHEM - Route 378 SOUTH to traffic light at Center Valley Parkway. Turn RIGHT onto Center Valley Parkway, travel approx. 2 miles. Turn LEFT onto Saucon Creek Road. Penn State Lehigh Valley is on the RIGHT.
-From QUAKERTOWN - Route 309 NORTH to traffic light at Center Valley Parkway. Turn RIGHT onto Center Valley Parkway, travel approx. 1 mile. Turn RIGHT onto Saucon Creek Road. Penn State Lehigh Valley is on the RIGHT.
-From the PENNSYLVANIA TURNPIKE - Take the PA-663 NORTH exit, Exit 44, toward PA-309/Quakertown; Turn LEFT onto PA-663; then turn LEFT onto 309 NORTH. Continue to follow PA-309 NORTH for approx. 9 miles; turn RIGHT onto Center Valley Parkway, Follow Center Valley Parkway approx. 1 mile. Turn RIGHT onto Saucon Creek Road. Penn State Lehigh Valley is on the RIGHT.
Build Your Own Website!
Websites are usually the first place people turn to when looking for information about a business or company. Make their first impression a good one!

Who Should Attend?
Any individual interested in learning how to develop a unique and informational website to help their agricultural enterprise reach its full potential.

What to Expect?
- Introduction to two website frameworks—Google (free) and Small Farm Central (websites for farmers).
- Expert help provided by Simon Huntley, lead website developer, from Small Farm Central.
- A chance to talk with other farmers who have experience building their own websites.
- Tianna DuPont, PSU Extension will share her experience building free Google Websites.
- Three hours allotted for assisted website development.

Participants will learn:
- The basics of web design.
- What information/resources should be available to viewers on their websites.
- What makes a website easy to navigate.
- How to regularly update their website.

You WILL walk away from this workshop with a functioning website!

In order for each participant to get the most out of this workshop, a few things should be done beforehand...

Prep Work:
1. Spend some time exploring other farm websites. You’ll discover what you do/do not like, different page topics, how easy they are to navigate, etc. This is a good starting point for determining the style/content of your website.
2. Have 15-20 photos available on a CD or other flash drive.
3. Write a farm description/“About Us” paragraph and mission statement. Bring along any other content you’d like to see on your website (location/directions, contact information, general information, frequently asked questions, etc). *Also must be on some sort of accessible format.*
4. Write down 5-6 topics that are important to your farm. These will become pages on your website. Examples: “Pasture Range Chicken”, “CSA”, or “Pennsylvania Certified Organic”.
5. Create a Small Farm Central (SFC) trial website.
   - Go to the website: http://www.smallfarmcentral.com
   - Please put “PSU Extension Workshop” in the referral section.

For more information/help contact:
Aston Ward (amw31@psu.edu)
Penn State Extension – Northampton County

Participants MUST register by Friday, February 4, 2011!