



This workshop has been organized by the Pennsylvania Women's Agricultural Network at Penn State University with funding from the USDA National Institute of Food & Agriculture

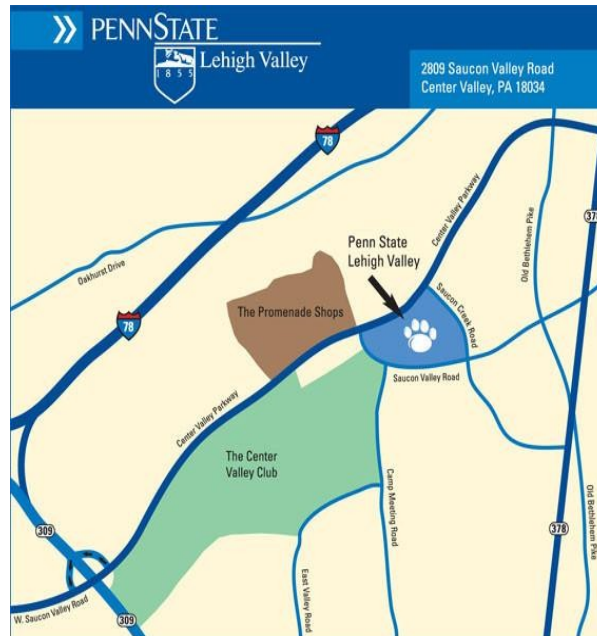


United States Department of Agriculture National Institute of Food and Agriculture

*This publication is available in alternative media upon request.*

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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.

PENNSTATE



College of Agricultural Sciences

&  
PA-WAGN

## Websites for Farmers

Learn how to build and manage a website for your agricultural enterprise!



February 15, 2011

4:00 p.m.—8:00 p.m.

Penn State Lehigh Valley Campus

2809 E. Saucon Valley Road Center Valley, PA

Room 304

Sponsored by: Penn State Cooperative Extension and Pennsylvania Women's Agricultural Network (PA-WAGN) Workshop Series

# Websites for Farmers, PSU Lehigh Valley Campus, Feb. 15, 2011, 4:00 p.m.– 8:00 p.m.

## ***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

## **Registration: Websites for Farmers**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Number of People: \_\_\_\_\_

\*If more than 1 person is attending, will you be working on a single website together?

\_\_\_\_\_

\_\_\_\_\_

\*Do you plan on using the Small Farm Central template or will you be creating your website on a different website host, such as Google? \_\_\_\_\_

\_\_\_\_\_

Cost is \$30 per person.

Please make check payable to: **Northampton County  
Extension Fund**

\*A returned check fee of \$35 will be assessed.

## **To Register:**

**Detach & Return completed registration form and  
payment to:**

Northampton County Cooperative Extension  
Attn. Aston Ward  
Greystone Building  
14 Gracedale Avenue  
Nazareth, PA 18064

**Participants MUST register by Friday,  
February 4, 2011!**