

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



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
- 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

DIRECTIONS

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

REGISTRATION

Registration Fee: \$15
(fee includes lunch and materials)
Additional Details & Online Registration:
<http://bit.ly/September15Reg>
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.



College of
Agricultural
Sciences



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

LEARN MORE

University of Scranton Small Business Development Center: <http://bit.ly/bitYeZ>
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.