

# Participation Day

Participation Day features the NAFDMA Trade Show. It also includes dozens of learning and networking opportunities held at the trade show hall throughout the day. The more you participate on this day, the more value you take home. Please visit our website [www.NAFDMA.com](http://www.NAFDMA.com) for more detailed information and our complete list of Exhibitors.

## Celebrate Excellence Contests

Oh so fun to enter. Oh so much to learn. Check out the "Contests" button to the left for all the details.

## Exhibitor's Stage

Back by popular demand, this series brings several exhibitors to the stage and pitch their products and services. You get an all-new perspective as you see demonstrations and presentations. Ask questions in a no pressure setting. It's educational as the most innovative vendors choose to present their products in a group setting. Click on the time slots to get more info on the presentations.

## Round Tables

Some people capture new information best in one-on-one conversation or small group settings. Some like the flexibility to bring an emerging subject for discussion with peers that is otherwise unplanned in the program. We will organize Spontaneous Round Table Discussions throughout the day on Participation Day. Keep an eye on the Participation Day at a glance table to see some planned discussions. Watch for table identification on site as we add more based on requests from members. Contact Executive Director, Charlie Touchette to request a table discussion topic and time.

## Association Behind the Scenes

There are always discussions and meetings taking place to help advance the productivity of NAFDMA for the benefit of the membership. We welcome all members to join in behind the scenes of the convention and attend open meetings of any of the Participation Teams in the morning and the Membership Annual Meeting at 4:00 in the afternoon.

## Management Study Groups

Various forms of Management Study Groups have held meetings at NAFDMA Conventions since the organization was first formed. Study Groups are small sets of people who share similar business characteristics and find it useful to meet, compare notes and discover new business strategies in peer-to-peer settings. These groups are self-selected and are open or private to whatever extent their own participants wish. NAFDMA is not involved in the selection or groupings, but the association can support your efforts by setting aside a meeting room at your designated times on Participation Day. Contact Charlie Touchette for details.

# Education Day

Education Day features NAFDMA Workshops. You'll be immersed in educational content for the day as you drill deeply into your chosen subject matter. We bring speakers from inside and outside our industry to expose conference goers to new ideas while maintaining relevance.

Education Day registration includes breakfast and lunch as well as materials specific to your chosen full-day workshop or two half-day workshops.

The Trade Show also operates for most of the day on Education Day. Be sure to get those orders filled during breakfast or lunchtime!

## 25th Anniversary Convention - Education Day - At-a-Glance

<p><b><u>New Option this year!</u></b></p> <p>You may still choose a full day workshop as in past years, or you may select one morning workshop and one afternoon workshop for the same price. Breakfast and lunch are included in both options. It's an all inclusive deal! In all cases breakfast runs 7:30 - 8:30 a.m. unless otherwise noted. Morning and full day workshops begin at 9:00, lunch is at noon, full-day workshops restart and afternoon workshops begin at 1:30, all workshops end at 4:30</p>	<p><b>Full Day Workshop 1</b></p>	Pumpkin School		
	<p><b>Full Day Workshop 2</b></p>	Brad Montgomery		
	<p><b>Full Day Workshop 3</b></p>	Pricing Strategies to Increase Profits, Fred Funk		
	<p><b>Full Day Workshop 4</b></p>	Developing Quality Media Content		
	<p><b>Full Day Workshop 5</b></p>	Agritourism Lancaster County Style		
	<p><b>Select one Full Day Workshop OR Select one Morning Workshop and one Afternoon Workshop.</b></p>			
	<p><b>Morning Workshop 1</b></p>	Don't go with your Gut! - Effective methods for hiring and retaining the best talent for your organization, Lisë Stewart	<p><b>Afternoon Workshop 1</b></p>	It's as Simple as Science, Joe Schwarcz
	<p><b>Morning Workshop 2</b></p>	Marketing your Business, "Curb Appeal," Steve Bogash	<p><b>Afternoon Workshop 2</b></p>	Leveraging a Legacy - 6 Strategies for Successful Family Business Planning, Lisë Stewart
	<p><b>Morning Workshop 3</b></p>	Sharpening Your Skills - Being Your Customers' BEST Food Expert, Joe Schwarcz	<p><b>Afternoon Workshop 3</b></p>	Turn your Staff into Willing Sales Machines, Steve Bogash
	<p><b>Morning Workshop 4</b></p>	Catering your way to Success in 6 Months or Less, Gina Schubert	<p><b>Afternoon Workshop 4</b></p>	Get Up to Speed on the Internet Superhighway, Jane Eckert

# Education Day continued,

## Full Day Workshop 1

### Pumpkin School

NAFDMA members across North America know the fall pumpkin season has become the largest season on the farm. From humble beginnings about 25 years ago, the speed of change has been staggering and it seems there are new events and attractions that are available for members and customers to experience every fall. Even You Tubers and cable news networks pick up on stories from pumpkin cannons to pumpkin regattas.

For conference goers not yet involved in the draw of pumpkins, and for some who have grown and marketed pumpkins for years – this is your workshop. The first half of this full day workshop is dedicated to production practices that help you harvest the best pumpkins you can. Then we devote the entire afternoon to marketing the crop and the season.

John Berry, Agricultural Marketing Educator, Lehigh County Cooperative Extension with Penn State University, and coordinator of Pennsylvania Retail Farm Market Association, facilitates a collection of speakers who will share their strategies, expertise and views on pumpkins. Attendees of this session will also receive The Pumpkin Production Guide, a must-have resource for both new and experienced pumpkin growers. The 152-page guide covers the basics of pumpkin production and research. Twelve chapters offer practical information for preparing the field, evaluating varieties, and choosing the best cultural practices; insight into fruit set and pollination to help growers maximize yields; descriptions for identifying and controlling weeds, insects, diseases, and wildlife pests; ways to maintain postharvest quality; and sample budgets and marketing ideas. Over 115 color photos supplement the text.

### Pumpkin Production

Steve Groff leads our pumpkin production discussions. Steve is an award winning speaker and production expert. He pioneered the "Permanent Cover Cropping System", which includes no-tillage, cover crops, and effective crop rotations as a way to increase profits, enhance soil and water quality, and reduce pesticides.

Steve is joined by Scott Barnett, CCA Agronomist and Leslie Yoder, VP Marketing; both of Homestead Nutrition, Inc to bring you the most up to date production techniques available.

Production discussion will include:

- \* Ten Steps For Successful Pumpkin Production
- \* Defining Small Pumpkin Fertility Needs vs. Large Pumpkin Fertility Needs
- \* Controlling Insects From Planting to Harvest
- \* Building a Defensive Disease Program and Understanding Curative Programs
- \* The Importance of In-Field Scouting and Plant Tissue Sampling
- \* A Birds-eye View: 2009 Crop Successes and Failures
- \* Building a Solid Pumpkin Program for 2010

### Pumpkin Marketing

After lunch we will listen to two different farms that specialize in the fall pumpkin season as they detail what they have found works for them and what does not. The finale will be a one hour open discussion facilitated by John Berry on what is hot across the country. For this portion, we invite all the attendees to bring a few pictures (on a cd or jumpstick), and/or handouts of the one thing that is really working for them to add to this lively discussion.

Becky Walters, Walters Pumpkin Patch, [www.walterspumpkinpatch.com](http://www.walterspumpkinpatch.com)

- \* Pumpkin Varieties
- \* Pumpkin Treats
- \* Pumpkin Entertainment

Family fun is what the fall is all about and the Walters Pumpkin Patch in Kansas specializes in everything pumpkins. They have truly made pumpkins their business with over 100 varieties of pumpkins available on the farm. Then there is the "Pumpkin Pantry" (bakery), where guests can purchase such delightful treats as pumpkin chili, pumpkin deserts, roasted seeds and the newest taste sensation, pumpkin juice! School tours focus on how the pumpkins are grown and admission to the pumpkin patch allows guests to experience all types of entertainment including a giant pumpkin launcher and pumpkin chunkin with slingshots. Becky Walters covers all the details.

Kate Zurschmeide, Great Country Farms: [www.greatcountryfarms.com](http://www.greatcountryfarms.com)

- \* Season Extension
- \* Pumpkin Chunkin Weekend
- \* Pumpkin Destruction

We all know how much pumpkins are worth on November 1st – or do we? Most farms shut down immediately after Oct 31st and few manage to make much of what is left of their pumpkins in November. Our next guest has found several creative ways to keep the energy flowing past the end of October. Is there useful risk management in getting that one more chance at a fair weather weekend in early November? (continued on next page)

# Education Day continued,

Come and listen as Kate details their Pumpkin Glow night spectacular which is a display of over 1500 carved and lighted jack-o-lanterns. This amazing display leads into the after Halloween event which they have titled, Pumpkin Chunkin Weekend. Not only do they use their own pumpkins they also invite guests to bring your leftover jack-o-lantern to their smashing session. Their Silo Drop and the Zip Wire Sploosh let the customers do the smashing themselves or they can bring their pumpkins to the Pumpkin Drop Zone and add it to the upside down "fireworks display" as the pumpkins are dropped from a lift over their parking lot.

John Berry, all the presenters, and YOU!

\* Panel Questions and Answers with Open Discussion

\* Photos and ideas from across the continent

Extension Educator John Berry facilitates a wide open discussion among all speakers and opening up for all attendees to share their additional thoughts and ideas to get everyone's creative juices flowing for the 2010 pumpkin season from variety selection to planting to PYO to pumpkin destruction.

## Full Day Workshop 2

**Brad Montgomery**—please visit our website for complete details [www.NAFDMA.com](http://www.NAFDMA.com)

## Full Day Workshop 3

**Fred Funk - Pricing Strategies to Increase Profits**

### Common Sense Pricing to Increase Your Profit

This workshop thoroughly covers pricing strategies and principles that will provide any farm direct marketing and agritourism business with a reasonable return on investment. Business owners are also encouraged to register farm market managers and other department managers for this in-depth program. It's a great opportunity to invest in your staff's professional development.

#### Workshop Outline

##### Common Sense Pricing

- I. Your Current Method of Pricing
- II. Customer's Comfort Zone Pricing
  - Psychological Price Barriers
- III. Common Sense Pricing to Increase Profits

##### Developing Your Production Costs

- I. Evaluating:
  - Agritainment
  - Signature Brands
  - “PYO”
  - Advertising Specials vs. Unadvertised, In-store Specials
  - Vender Supported Advertising
  - Press Releases
- II. Are You Actually Achieving Your Actual Margin Goal?
  - How Specials and Discounts Affect Your Margin

##### Pricing Strategies to Increase Sales Volume

- I. Sales, Specials, and Discounts
  - Does Discount Discount Image?
  - Key Words to Influence Sales at Point of Sale or Advertising
  - Tie-in Sales
  - Product Bundle Pricing
  - The Add-on Sale
  - Gather Customer Information
  - Multiple Pricing
  - Loss Leader
  - Club Discounts

##### II. A Dozen Creative Pricing Techniques

- Give Customers What They Want, Not Just What We Want to Sell

##### Pricing Strategies to Increase Margin

- I. Methods for Choosing the Margin that is Correct for You
- II. Other Pricing Strategies
  - To .99 or not to .99
- III. The Customer's Perceptions
- IV. Pricing Dos and Don'ts

##### Pricing Strategies to Increase Net Profit

- I. The Funk's Good, Better, Best Philosophy
- II. Classifying Products by Their Margin
  - Known Value
  - Demand Items
  - Impulse Items
  - Nitch or Signature Items
  - Happy Day Items
  - Ride the Horses
- III. Changing Layout and Traffic Flow
- IV. The Art of Merchandising

## Full Day Workshop 4

### Developing Quality Media Content

This workshop is intended for those who seek to advance their skills at promoting their farms through photos, audio, and online video presentation and who embrace the technology to get there. Farms and farm markets are among the most photogenic and videogenic businesses. Today's social media technology allows us to produce our own materials. Why not take full advantage!?

This is an action-packed day of fun and technology training. You'll learn how to produce fabulous videos and place them onto your own web site or other online platforms. The team of presenters includes educators Rob Leeds and Julie Fox with technology specialists Duane Rigby and Steve Lichtensteiger.

Participants of this workshop will receive a Flip video camera, a headset that plugs into your laptop computer, and a wealth of online resources as a benefit of attendance. Attendees will need to bring their own laptop computer for use during the workshop and should be prepared to do some homework a few days prior to the date of the workshop. Attendees you will also be asked to submit a final project back to NAFDMA upon completion. (continued on next page)

# Education Day continued,

## **In this hands-on session, you will learn to:**

1. Create quality sound for podcasts and videos, see what makes a great photo, video, or podcast posting. Record, edit, add music, and post an audio file that your customers can't wait to hear.
  - Record & edit an audio file (one person talking - doing an interview)
  - Post an audio file - "what's new on the farm?" - to your website, a podcast feed,
  - Accessing music you can legally use in your media content
2. Create quality video for your website, YouTube or other place your customers gather. Record, edit, add images, and post a video that you can easily create. Examples of video - bad / good and great
  - Legal issues with using video & audio on the web
  - Record & edit a video clip
  - Post a video file - YouTube, as a vodcast (videopodcast)
3. Make the most of posting photos online. Learn to edit and post photos with your logo and 'tags' on Flickr and other social media sites. Example of photos - bad / good/ great
  - Add your logo to your photos before you post
  - Add a tag to make your photos easy to find via search engines
  - Tips for posting your photos - to Flickr,
  - Other photo tools (re-sizing, quality editing)
4. Free technology resources to enhance your website and improve online marketing communications through Facebook, Twitter, blogs, Internet & GPS maps, and more.  
Creating a customized appearance and coordinate dynamic content on:
  - Your website
  - Twitter
  - Blog
  - Facebook
  - Googlemaps
  - Other (aggregators)
5. Tapping into additional free technology resources to enhance your website and online marketing communications.

## **Attendees will:**

1. Receive an e-mail from the workshop presentation team 1 – 2 weeks prior to the convention. The note will include some tips and links to download software from home onto your laptop for use at the workshop and ongoing use in producing video and audio production into the future.
2. Attend a preliminary session on Arrival Day to receive their Flip video camera and guidance for its use.
3. Use the Flip camera during the tour to capture raw footage.
4. Edit the raw footage during the workshop.
5. Submit a copy of their final video masterpiece to NAFDMA following the workshop.

These fun videos will then be placed on the NAFDMA Blog, web site and other online platforms for all your NAFDMA peers to appreciate.

**Space for this workshop is limited to the first 40 participants who register.**

## **Full Day Workshop 5**

**Agritourism– Lancaster County Style** - please visit our website for complete details [www.NAFDMA.com](http://www.NAFDMA.com)

## **Morning Workshop 1**

**Lisë Stewart—Don't Go With Your Gut! - Effective methods for hiring and retaining the best talent for your organization**

Have you ever hired managers and key staff only to find, within months, that you have made a mistake? That they don't have the skills you thought they did or that they don't fit your business culture? One of the greatest challenges facing family businesses today is finding people with the passion, talent and skills needed to sustain the business for the long-term. Help in hiring and keeping great people is one of the most requested areas of assistance that Lisë Stewart, receives from clients across the country.

Lisë Stewart is a managing director at the Galliard Group, a recognized authority on family systems, organizational development, strategic planning, training and performance management. As managing director, she is responsible for recruiting, training and managing Galliard Group's consulting staff, in addition to directing new business and product development. Not only does she help other businesses in their recruitment, she lives it in her own.

A specialist in organizational and workforce development, performance management, human resource systems and training, one of Ms. Stewart's first forays into entrepreneurship resulted in the development of a business in New Zealand, The Training Company Limited, an award-winning training and facilitation company that operated throughout the South Pacific region.

Do these questions sound familiar: "Where do you see yourself in 5 years?" "Why do you want this job?", "Why should we hire you?" While these are some of the most common questions in an interview, they are among the most ineffective. During this interactive workshop, Lisë will share techniques and offer practical, user-friendly advice on how to greatly improve your hiring practices - to save you time, money and frustration, while building a successful team for the future. Need some tips on hiring your front line seasonal help too? Lisë will deliver with a few hints and even some key findings based on sound research.

# Education Day continued,

## Morning Workshop 2

Steve Bogash—Marketing your Business, "Curb Appeal"

Does your business have that “drive by” appearance that draws new customers in and makes old customers want to keep coming back? In an increasingly noisy marketing world, there is no substitute for having a front lot appearance that sets the tone for long term profitable business transactions. It is so easy as owner / manager to overlook faded signs, parking lot potholes, peeling paint and similar tragedies as we go about getting through the long work days. Every piece of trash that is left lying on the ground eventually becomes many and our businesses slowly degrade into so much compost. Customers notice new landscaping, upgraded signs, and well-maintained parking lots by coming back and bringing friends. Word of mouth advertising only works if there is something worth talking about.

In this seminar we will discuss just about every aspect of those factors that go into creating great curb appeal. Participants are encouraged to bring good quality digital images of the best looking or worst looking farm market they can find on either a flash drive (memory stick), CD or DVD. We will be looking at both good and bad farm markets and garden centers as we determine what factors go into creating curb appeal in 2009 and beyond.

### Discussion(s) will include:

**Road Signage:** Are your signs part of the image you want to create for your business? Can they be easily read at the speed of the traffic that goes past? How much information belongs on a highway sign? Is your primary road sign an asset to your marketing scheme? Fancy fonts are they an image builder or just hard to read?

**Parking lot appearance:** Parking lots are one of those areas that always stir the emotions in business owners. After marketing presentations that include the importance of a well-maintained, paved parking area, I’ve been accosted in buffet lines by owners that are trying to avoid paving with arcane discussions on the price of blacktop. Firstly, yes, I know the price of blacktop and have even rented a paving box and roller to lay my own parking lot and pathways. A great looking and well-designed parking lot doesn’t so much add to your curb appeal as avoid bringing it down.

I’ve seen incredibly well designed and executed parking lots with great landscaping providing at least some shaded parking spaces. Even in this case, the sheer need for lots of paving for parking and drive rows effectively dwarfs most attempts at beauty. There is only so much you can do to beautify a parking area, but there are many things you can do to make one look and feel ugly.

Nothing makes a business seem more like it is on the way out than deep potholes, parking bumpers that are rotting and scattered and poorly maintained plantings adjacent to parking. Since most shopping experiences today are at malls, big box stores, grocery stores and the like, good parking is simply an expectation.

**Main entrance:** There is an old saying something to the effect that there is no chance for a second first impression. Your main entrance should be inviting, tone setting, easy to navigate and adaptable to seasonal shifts in merchandise. It should also be very easy to find your hours and any seasonal variations in said hours. Shopping carts and baskets need to be in easy reach, well maintained and clean. We’ll spend some time in this seminar on evaluating main entrances and what can be done to repair problems.

I have a love/ hate relationship with Wegmans’ grocery stores on many levels, but their entrances are particularly problematic. By the time I negotiate through all the seasonable garbage, I’ve already gotten a bad case of claustrophobia. Our goal is to get people in and then out easily, Wegmans’ in particular has devoted many employee hours to clogging their primary egress.

**Landscape:** Having come from the landscape / garden center industry probably bias’s my thinking when it comes to landscaping parking lots and entrances, but there are some universal rules for making your landscape work for you over time. One of the greatest mistakes owners make is in factoring in time (or the omission of time) for the maintenance of plantings. I’d rather see nothing but blacktop, stripes and a building than poorly maintained plantings. Landscape areas only work to sell your marketing plan if they always look like the gardeners just left. If you are selling plants, then this is the place to sell them first.

**Building appearance:** I love talking to farm market owners about how they developed their building. There seems to be 2 distinct schools of thought; 1) This is what I have to work from, so I’m always limited, but doing my best. And, 2) I got really tired of being limited, so went back to the drawing board to create a building that solved all of the problems of my old structure that could be solved on this lot and within my budget. The wide variety of great looking farm markets that are out there is a testament to the creativity of our industry.

**Lasting impressions:** What is the last thing that your customers see, feel and believe about your business as they drive off? I had the opportunity to speak at a meeting several years ago where there was this tremendous effort by the business owners to create a very impressive agritainment atmosphere. The place looked great, the help was polite, the parking lot was easy to negotiate, but the exit road took you out past the back of the greenhouses. The last thing that I remember about this operation was a huge pile of spent and decaying plastic nursery pots and trays. We must learn to think and observe like our customers. Their last thought should always be who they should drag to your place next.

## Morning Workshop 3

Dr. Joe Schwarcz—Sharpening Your Skills - Being Your Customers' BEST Food Expert

As customers, how often do we walk into a place of business only to learn we know more about the product line than the owners do themselves? Does this happen at your farm market? Do your customers consider you to be experts or are you just another place that sells products?

In today’s competitive business environment, customer service determines who makes sales. Awesome customer service begins with knowledge of your product line. With “buy local” coming on strong, and every food retailer using those words to try to keep their edge, your competitive advantage needs to include a complete understanding of the products you offer.

...Enter Dr. Joe Schwarcz... scientist and teacher of factual based knowledge over myth-based babble. Joe Schwarcz is Director of McGill University’s Office for Science and Society, a unique enterprise dedicated to demystifying science for the public, the media and students.

(continued on next page)

# Education Day continued,

This workshop is designed to help smart and inquisitive farm direct marketers hone their skills to become top marketers for the discerning customers. Place yourself among the elite in your community. You'll combine your already strong understanding of your product line with Joe Schwarcz's science based facts and you'll develop the tools to be known in your community, among your customers, and in your local media as the real food expert.

Whether you sell at your home farm market, go to farmers' markets or you train the front line sales people at your food retail operation, this workshop will take you to the next level. You'll be known as the expert who can help customers sort the food sense from the non-sense with credibility.

Dr. Joe Schwarcz will explore a number of food related issues and provide information that allows you to answer questions raised by consumers based not on hearsay, but on proper scientific evidence, coupled with your knowledge of your own growing and handling methods.

Dr. Schwarcz focuses on three general topics high the minds of the customers who walk into our businesses every day:

## The Diet-Disease Connection

- Heart disease, cancer and diabetes have strong links to diet.
- What is the cholesterol connection?
- What are the healthiest fats?
- Is barbequing dangerous?
- Are there any anti-cancer foods?
- How can diabetics best control their blood sugar?

## Agricultural Chemicals – The Risks and the Benefits

- Pesticides are designed to kill. By definitions they are toxic substances.
- Their intended targets are insects and fungi, but do they also pose a risk for humans?
- Depending on whom you listen to, genetic modification can solve problems or cause them?
- Who is right?

## Health Foods and Functional Foods

- Are organically produced foods healthier than conventionally produced ones?
- Are probiotics beneficial?
- Do we need dietary supplements?

## Morning Workshop 4

Gina Schubert—Catering Your Way To Success In 6 Months Or Less?

The days when you focused on producing and selling products and expected to make a good living from raw products alone are over. In order to survive in today's economy, or in any economy if you are smart, is with Multiple Streams of Income. Participating in farmers markets, CSA's, and agritainment are a few ways to expand your customer base. But catering, if done correctly, can provide you with an exceptional source of additional income that you may not have imagined was possible.

Learn what works and what doesn't, where the money is (and isn't), how to find opportunities in your own backyard, equipment required, staffing issues and how to market your business to grow your profits. This workshop is chock full of ideas to spark your imagination and provides you with strategies you can use right away to take your business to a whole new level.

## WORKSHOP OUTLINE

### 1. Introductions

- My story
- Workshop attendants' history

### 2. What Works & What Doesn't

- Resources available
- Joint Ventures
- Financial Layout/Starting Small
- Your advantage – fresh, green, organic

### 3. Where the money is

- Facility or ground rentals
- Joint Ventures – how they work and how you can profit from them
- On-site catering
- Off-site catering
- Producing your own events

### 4. Equipment Required

- Facilities kitchen
- Field kitchens
- Bathroom facilities

### 5. Staffing Issues

- Where to find staff
- How to train staff
- Sales Associates

### 6. Opportunities

- Team building
- Staff training
- School Functions
- Social Groups
- Employee or Customer Appreciation
- Family Gatherings
- Reunions
- Sports teams
- Tenant Appreciation
- Special Events
- Fundraisers
- Restaurants
- Other caterers

### 7. Marketing – How to find the money

- Advertising vs Marketing
- Why a database is important, how to start one, what to include
- Newsletters
- e-mail marketing
- Social media
- Mailing lists
- Sales letters
- Networking
- Niche Marketing

# Education Day continued,

## Afternoon Workshop 1

### Joe Schwarcz—It's as Simple as Science

This afternoon workshop is the perfect follow-up for those who attend Dr. Joe's morning workshop, or for folks who simply want a lighter entertaining afternoon while they still get a few take-home nuggets, whether for the farm, the kitchen or the next family party.

Dr. Joe is well known for his informative and entertaining public lectures on topics ranging from the chemistry of love to the science of aging. Using stage magic to make scientific points is one of his specialties. Professor Schwarcz has received numerous awards for teaching chemistry and for interpreting science for the public.

"Dr. Joe" has appeared hundreds of times on the Canadian Discovery Channel, TV Ontario, Global Television, CBC-TV, CTV-TV and various radio stations. He hosts the "Dr. Joe Show" on Montreal's CJAD and Toronto's CFRB every Sunday from 3-4 PM. He hosted "Science To Go," a 13 episode show on the Discovery Channel that focused on common foods. Dr. Schwarcz writes a weekly newspaper column in the Montreal Gazette entitled "The Right Chemistry" as well as a monthly column in Canadian Chemical News. He was the chief consultant on the Reader's Digest best sellers "Foods That Harm, Foods That Heal" and "The Healing Power of Vitamins, Minerals and Herbs" and contributed the chemistry chapter to the best-selling "Mental Floss."

His own books "Radar, Hula Hoops and Playful Pigs," "The Genie in the Bottle," "That's The Way The Cookie Crumbles," "Dr. Joe and What You Didn't Know," "The Fly in the Ointment" and "Let Them Eat Flax" have been best sellers. His latest work, "An Apple A Day," was released in January, 2008 and became the #1 Canadian national best-seller after just three weeks. "Brain Fuel" was published in October 2008 and made the national best-seller list the first week after its release. "Science, Sense and Nonsense" is scheduled to be released in October, 2009.

We've asked Dr. Joe to mix it up a little for the afternoon and share his own brand of education with us. His techniques are as valuable as his messages. Maybe you've got an agriculture entertainment business and you'll pick up a couple thoughts on how you can teach those school tour children. Maybe you're already a Dr. Joe fan and you'll get a kick out of seeing him live and in action. Maybe you just want to get away from the hard-core farm direct marketing program for a couple hours.

In the spirit of Valentine's Day (it falls just four days after this workshop), a deeper understanding of food and culture, and just plain fun, Dr. Joe will cover subjects that everyone can relate to. You can try to adapt this knowledge for your marketing, or you can keep it to yourself. Either way, it's a light-hearted afternoon choice featuring:

### The Chemistry of Love

This presentation features a lighthearted but scientific look at a topic of interest to all. The presence of sex attractants in insects constitute the background to a discussion of analogues to these compounds in humans; "love molecules" that control our emotions from the initial attraction, to infatuation, and finally long term attachment. The lecture includes a description of aphrodisiacs in history and of the more modern, and effective, analogues such as Viagra. This talk is of interest to anyone that ever has been, is at present or ever plans to be "in love".

### Chocolate and Red Wine – Facts, Myths, and Samples

Just about everyone likes chocolate, and wine is certainly a popular beverage. Is it possible that they offer more than good taste? How robust are the claims of potential health benefits? This lecture, which is both informative and humorous, concludes with an introduction to the "science" of wine appreciation with particular reference to the understanding of wine labels and the proper technique of wine tasting. Wine samples replace workbooks for this program. Oh, and yes there will be enough chocolate to go around as well. It goes hand-in-hand with the scientific explanation as to why some people cannot resist their craving and become "chocoholics."

## Afternoon Workshop 2

### Lisë Stewart—Leveraging a Legacy - 6 Strategies for Successful Family Business Planning

NAFDMA is pleased to introduce the Farm direct Marketing and Agritourism Industry to Lisë Stewart. She brings a fresh business perspective with a full understanding of the needs of each generation.

Lisë Stewart, Managing Director of Galliard Group, a consulting firm specializing in working with family owned and closely held businesses, will draw upon her 20+ years of experience to share some practical advice for ensuring the sustainability of a family business as it passes from one generation to the next. This workshop covers 6 practical steps a family-owned or closely held business can take to increase the success, trust, harmony and productivity in the organization.

Lisë will discuss the various steps that any family-owned or closely held business owner should undertake to plan for their future – including the key components of an exit strategy, an effective succession plan, incorporating the family plan into the business plan and when to consider outside management or other options for non-family management of the business

Lisë offers case studies, humor and practical, no-nonsense activities that make the information accessible and realistic for audience members.



Jane Eckert



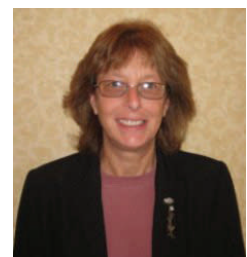
Lise Stewart



Steve Bogash



Joe Schwarcz



Gina Schubert

# Education Day continued,

## Afternoon Workshop 3

Steve Bogash—Turn Your Staff In To Willing Sales Machines

Wouldn't life and business be more wonderful if:

Your customers always bought everything that you stocked because your staff from the bottom to the top made sure that your customers knew what you sold.

Your staff made sure every customer knew about your newest and best stuff and services. They also enthusiastically soft sold these products.

Shopping at your farm was renowned as a special experience.

Having your staff at a clients home or business secured more sales for you.

You could confidently try to market new items and services knowing that your customers would at least know about them.

Far too often companies work to individualize each employee's role in their business and fail to use their staff to their fullest potential. There is no reason a delivery driver, landscape laborer or cashier cannot actively promote your businesses products and services. The trick to making your sales staff more effective, and moving your entire team towards actively selling what you offer, is all in the training and reward.

Before you can begin to change your staff, make sure that you, the owner and/or manager, have your own house in order. You set the tone for your business. Demonstrating a positive, upbeat attitude at the top makes an incredible difference to your staff's mood and motivation. You also need to make "selling" a part of your overall expectation from the time a new hire comes on board. It's really not hard as we all do some version of sales day in and day out.

This workshop is designed to help you increase your sales without it costing you any more money. You already pay each member of your staff \$8, \$10, \$12, or \$15.00 per hour. Now turn your complete personnel team into a sales machine to increase your return on investment.

Give your team the tools and techniques to make more money. Regular sales training in small increments even builds their life experiences. Again, we all sell ourselves daily. Sales training can be from outside speakers, books, tapes and CD's, attending seminars (send your managers and training staff to this one!!!) or from role playing with your best salespeople.

Steve Bogash ran a garden center in Central Maryland. His family has owned, managed or been a principal in some kind of retail business over most of his lifetime. He has become an observer, analyst, and educator on the merits of personnel and customer interactions. He is constantly amazed at how poorly most retail and service employees understand the relationship between their work and the success of the businesses that employs them.

Join Steve Bogash as he presents dozens of ways to increase your sales, develop your staff, create a more effective team environment, and make each employee even more proud to work for your company. Here are some of the concepts and ideas that this workshop will work on:

- Create one or more items of the week.
- Divide commissions among the crew members.
- Reward the entire team.
- Give them reasons to make additional sales.
- Set the tone as well as create the opportunities
- Train your entire staff to rise to their level of sales.
- Make your business more sustainable.
- Shopping is the #1 recreational activity.
- Foul language must stay outside of the workplace at all times.
- Customers should never wonder who works for a company.
- There is simply no excuse for bad hygiene.
- Improve on the atmosphere for soft selling.
- Don't accumulate employees that are loyal underachievers.
- Hire people that can sell you in their interview.
- Hire only happy people.
- Selling begins with incremental training.
- Work on scripts at regular sales meetings.

Join this program to move you and your staff to a better, more profitable place.

## Afternoon Workshop 4

Jane Eckert—Get up to speed on the Internet Superhighway

Most farms have now pulled off the gravel onto the Internet Superhighway—you've got an email address and even added a website. Now it's time to shift gears and let Jane Eckert help you accelerate your business with new ways to tune up and tone up your Internet marketing strategy.

Jane will help you understand how to obtain higher rankings on the search engines, bring more customers to your website, and convert those site visitors to more on-farm customers. In this workshop, you'll soon be moving to the fast lane--turbocharged with blogs and social network marketing tools like Facebook and Twitter. This session will have you prepared to go home to "change lanes" on the Internet Superhighway.

**Log on to our Website for Complete Up-To-Date Details!**

**[www.NAFDMA.com](http://www.NAFDMA.com)**

**Call Cathy McKay at the NAFDMA Office**

**for answers to all your questions! 413-529-0386**