

# AUDIO TAPES AUDIO CDS



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## AUDIO CASSETTE TAPES









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







### Conference Highlights

010	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Opening Presentation – Jerry Carroll “Willow Spring Wildman”
020	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Featured Presentation – “People Moving Signs”
030	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	“Traditions and Family Values – Good Guys Don’t Have to Finish Last” – Dan Cathy
040	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	“Agritourism – the Next Level of Marketing” – Jane Eckert


### Workshops (due to sound restrictions and set up configurations roundtables within the workshops may not be recorded)

060A-D	<input type="checkbox"/>  \$52 <input type="checkbox"/>  \$44	Workshop 2: A Little More on Gifts Galore - Carol Schroeder, Adra Erwin, Marilyn Tanner
070A-E	<input type="checkbox"/>  \$65 <input type="checkbox"/>  \$55	Workshop 3: "Help Wanted"--Building The TEAM You've Always Dreamed Of! - Harold Lloyd
080A-D	<input type="checkbox"/>  \$52 <input type="checkbox"/>  \$44	Workshop 4: Develop a Marketing Plan to Grow Your Business - Jane Eckert
090A-C	<input type="checkbox"/>  \$40 <input type="checkbox"/>  \$33	Workshop 5: Nuts and Bolts of Managing Your School Tours
100A-D	<input type="checkbox"/>  \$52 <input type="checkbox"/>  \$44	Workshop 6: Farmers' Market Managers Coalition Inaugural Meeting









### Track 1: Food Service on the Farm

110	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Start Up Bakery and Beyond - Michael Lynch
120	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Cider Makers' Forum - Chris Doll
130	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	On-farm Processing--Jams, Jellies, Butters, Relishes - Carolyn Atkins
140	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	American A\$ Fried Chicken and Apple Pie - Jim Austin, Joy Grose, Helene Pagoria







### Track 2: Ag-Tourism

150	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Ag-Tourism Around the World - D'Arcy Doman
160	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Animal Attractions - Wendy Wilson
170	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Transition to "Pay to Play" – Colleen Pringle, Chris Eckert
180	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Life After "Southern Living" - Dave Butler, Lindsey Butler
190	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Bus Tours-Both Perspectives; the Farmer and the Tour Operator - Mikie Wall, Richard Bullock

### Track 3: Planning and Government Relations

200	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Food Safety and Regulations - Anita MacMullan, Ronnie Wynn, Fleming Psann
210	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	OSHA Regulations and Their Role in Agriculture - Regina Luginbuhl
220AB	<input type="checkbox"/>  \$22 <input type="checkbox"/>  \$18	Planning a Successful Family Business Transfer - Michelle Carron
230	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Agricultural Land Preservation - Gerry Cohn, Ted Feitshans

### Track 4: Fall Harvest Season

240	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Haunted Hayrides-\$25,000 a Night? Gross!! - Ken Gustafson
250	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	How We Get Customers To Stay Longer and Spend More - Mike Lowe, John Hill
260	<input type="checkbox"/>  \$11 <input type="checkbox"/>  \$9	Crisis Management - John Roba, Christine Faulkner, Joan Allen

270	\$11  \$9	<b>School Tours</b> - Linda Wellings, Susie Marchand, Doug Carrigan, Bernese Cagle
280AB	\$22  \$18	<b>On or Off Track</b> - Gary Remlinger, Bill Bishop, Wayne Bishop, David Osteen, Sharon Osteen

**Track 5: Reaching New Customers**

290	\$11  \$9	<b>Advertising and Promotion - Getting Bang for Your Buck</b> - Mark Beck
300	\$11  \$9	<b>Creating Press Releases</b> – Jane Eckert, Carrie Schnepf
310	\$11  \$9	<b>Goodness Grows and Other State Programs</b> - Mary Ridgeway, Jeff Jennings, Monroe Enzor, Jr.
320	\$11  \$9	<b>Planning for Market Growth and Expansion</b> - Kevin Kilpatrick

**Track 6: Business Management**

330AB	\$22  \$18	<b>Finding, Motivating, and Keeping Good Employees</b> - Maryann Mihalic
340AB	\$22  \$18	<b>Diversification - Making Good Decisions</b> - Dave Fleming Jr., Bonnie Mercuri, Joe Mercuri
350	\$11  \$9	<b>Enlivening Your Market with Golf and Other Sports Activities</b> - Bill Patterson, Dan Young

**Track 7: Producing and Retailing**

360AB	\$22  \$18	<b>It's About Time!</b> - Harold Lloyd
370	\$11  \$9	<b>First and Lasting Impression</b> - Harold Lloyd
380	\$11  \$9	<b>Superior Customer Service</b> - Harold Lloyd
390	\$11  \$9	<b>Blue Ridge Direct Market Association</b> - Marvin Owings
400	\$11  \$9	<b>Post-Harvest Handling</b> - Marshall Sherman, Mike Boyette

**Track 8: Farmers' Markets for Farmers**

410	\$11  \$9	<b>Community Food Systems - Making it Real for YOU-as Farmer/Vendor</b> - Mark Winnie, Pam Roy
420AB	\$22  \$18	<b>Farmers' Markets - Southern Style</b> - Janel Leatherman, Mike Ferguson, Ronnie Best, Louis Johnson
430	\$11  \$9	<b>Effective Consumer Education Increases \$ales</b> - Gail Hayden
440	\$11  \$9	<b>Ethnic Products</b> – Art Bridgeman
450	\$11  \$9	<b>Guerrilla Marketing and Market Research</b> - Mary Holmes

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