



# AUDIO CDS • AUDIO TAPES

## 20th Annual Farmers' Direct Marketing Convention

RECORDED LIVE - February 7-14, 2005



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The 2005 Convention may be over—but you still have the opportunity to learn from the expert presenters. As a special service to NAFDMA members, recordings of the convention sessions are available for purchase in audiocassette and audio CD formats. Whatever your choice of format, you and your fellow colleagues can experience the 2005 NAFDMA conference long after the meeting is over. **Check the listing below and order your selections today.**

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#### NAFDMA Concurrent All Day Workshops

Thursday, Feb. 10, 2005

- |                                     |                                       |  |
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| <input type="checkbox"/> 4 CDs \$56 | <input type="checkbox"/> 4 Tapes \$48 | 010A-D <b>Find the Wings to Help Your Products Fly off the Shelves</b> - Bruce Baker   |
| <input type="checkbox"/> 4 CDs \$56 | <input type="checkbox"/> 4 Tapes \$48 | 020A-D <b>Transferring the Farm, Keeping the Harmony, Gaining the Opportunity</b> - Michelle Carron  |
| <input type="checkbox"/> 4 CDs \$56 | <input type="checkbox"/> 4 Tapes \$48 | 030A-D <b>How to Gain and Maintain a Competitive Advantage</b> - Marty Jacknis   |
| <input type="checkbox"/> 3 CDs \$42 | <input type="checkbox"/> 3 Tapes \$36 | 040A-C <b>Boost the Value of Your School Tours through Curricula and Hands-On Educational Experiences</b> - Susie Marchand, Sonya Sapir, Chris Fesko |
| <input type="checkbox"/> 4 CDs \$56 | <input type="checkbox"/> 4 Tapes \$48 | 050A-D <b>How to Get More From Your Giftware Sales</b> - Susan Wagner  |
| <input type="checkbox"/> 4 CDs \$56 | <input type="checkbox"/> 4 Tapes \$48 | 060A-D <b>Farmers' Market Coalition Meeting</b> - Randii MacNear   |

#### NAFDMA 20TH ANNUAL CONVENTION

- CD  Tape 070 **Welcome and Keynote Speaker** - Marty Jacknis

#### Concurrent - Session 1

- |   |  |
|---|--|
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 080 | <b>Farm Camps: Day &amp; Residential</b> - Moderator: Mary Vollmer; Speakers: Janet Aardema, Peter Bullock   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 090 | <b>Innovation: In'no*va'tion, n. 1. To change or alter by introducing something new; to remodel; to revolutionize</b> - Moderator: James Barker; Speakers: Mark Saunders, Stuart Beare |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 100 | <b>Rapid Market Assessments for Real Market Improvements</b> - Moderator: Diane Eggert; Speakers: Allen Moy, John Silveira   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 110 | <b>Turn Big Ideas into Small Realities</b> - Moderator: Kerry Engel; Speakers: Laurie Graff, Bill Bakan, Sheila Fabrizio   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 120 | <b>Pricing for Profit</b> - Moderator: Bob Brown; Speaker: Gregory Franklin  |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 130 | <b>Buy Local Campaigns</b> - Moderator: Margaret Christie; Speakers: Mark Lattanzi, Bridget Croke, Danielle Mullen   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 140 | <b>Grass-Fed Beef</b> - Moderator: Vickie Parker-Clark; Speakers: Ridge Shinn, Ken Graff   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 150 | <b>The Legislative Side of Agritourism</b> - Moderator: Brent Warner; Speakers: Hank Manriquez; Ken Nicewicz   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 160 | <b>Serving Up the Whole Meal</b> - Moderator: Al Rose; Speakers: Ron Smolowitz, Lynn Hartman, Craig Boyko  |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 165 | <b>General Session: Zoning Trends and Demographics: The Push &amp; Pull of Agritourism Growth</b> - John Mullin  |

#### Concurrent Session 2

- |   |  |
|---|--|
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 170 | <b>Partnering Outside of the Agricultural Box</b> - Moderator: Rob Leeds; Speakers: Beth Kennett, Jack Potter  |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 180 | <b>Getting Started - The Basics of Meat Processing</b> - Moderator: Richard Tanner; Speakers: John Sondgeroth, Pat Sondgeroth                        |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 190 | <b>Discover Winter: Ag-tourism Opportunities to Extend Your Season</b> - Moderator: Kerry Engel; Speaker: Jill Adams Mancivalano                     |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 200 | <b>Maximize Opportunities in the Retail Greenhouse</b> - Moderator: David Seavey; Speakers: David Seavey, Jack Manix                                 |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 210 | <b>Income Streams for Farmers' Markets</b> - Moderator: Jeff Cole, MA; Speakers: Ann Harvey Yonkers, Hannah Freedberg, Carmen Humphrey, Lisa Capozzi |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 220 | <b>Display and Merchandising to Increase Your Sales</b> - Moderator: Martha Cole; Speaker: Bruce Baker   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 230 | <b>Step By Step Guide to Great Gifts Promotions</b> - Moderator: Marilyn Tanner; Speaker: Susan Wagner   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 240 | <b>If You Want to Run the Bases, You Have to Get up to Bat</b> - Moderator: Sue Roba; Speaker: Chris Fesko   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 250 | <b>How Do You Like Them Apples?</b> - Moderator: Kay Hollabaugh; Speakers: Artie Keown, Ed Robinette   |

#### Concurrent Session 3

- |   |  |
|---|--|
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 260 | <b>Adding Ice Cream to Your Market</b> - Moderator: Debbie Pifer; Speakers: Tom Raposa, Bob Gallagher    |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 270 | <b>Mazes</b> - Facilitator: Mark Saunders; Speakers: Don Frantz, Hugh McPherson, Adrian Fisher           |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 280 | <b>Using Books to Enhance Sales</b> - Moderator: Jim Forsythe; Speaker: Linda Wolfe                      |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 290 | <b>Baked Goods</b> - Facilitator: Dede Beck; Speakers: Donna Spivak-Nadien, Dan Kirby                    |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 300 | <b>Season Extension: Cut Flowers</b> - Facilitator: Stuart Beare; Speakers: Ralph Cramer, Karen McGuire  |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 310 | <b>On-Farm Games &amp; Activities</b> - Moderator: Bonnie Remlinger; Speakers: Herb Pinske, Paul Johnson |

#### Concurrent Session 4

- |   |  |
|---|--|
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 330 | <b>Adding Deli to Your Market</b> - Moderator: Debbie Pifer; Speakers: Debbie Pifer, Eric Voll   |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 340 | <b>We're All About Pumpkins</b> - Moderator: Wayne Bishop; Speakers: Bruce Howden, Steve Enger, Paul & Sherry Staley                       |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 350 | <b>You're Selling at HOW Many Farmers' Markets?</b> - Moderator: Nada Haddad; Speakers: Charlie Burke, Artie Keown                         |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 360 | <b>Best Management Practices for Reducing Liability in Direct Marketing</b> - Moderator: Eric Barrett; Speakers: Peter Faber, Brent Warner |
| <input type="checkbox"/> CD <input type="checkbox"/> Tape 370 | <b>Finding New Customers: Tapping into Ethnic Meat Markets</b> - Moderator: Kerry Engel; Speakers: Dave Mangione, Chris Cooper             |

- CD  Tape 380 **Guerilla Marketing: Promotional Ideas for the Small Shop** - Moderator: Randii MacNear; Speakers: Christina Abuelo, Pamela Boyar
- CD  Tape 390 **Secondary and Tertiary Benefits of Farmers' Markets** - Moderator: Jack Potter; Speaker: Gus Schumacher
- CD  Tape 400 **Design for Success to Capture the Family and Children's Market** - Moderator: Bob Brown; Speaker: Randy White

**Concurrent Session 5**

- CD  Tape 410 **Farmstead Cheeses** - Moderator: Peter Dixon; Speakers: Ann Starbard, Valerie Davies, David Smith
- CD  Tape 420 **Christmas, North and South** - Moderator: Mary Vollmer; Speakers: Michael Lynch, Marianna Wilson
- CD  Tape 430 **About Davis Farmland** - Moderator: Bonnie Remlinger; Speaker: Larry Davis
- CD  Tape 440 **Farmland Preservation** - Facilitator: Chalmers Mikell; Speakers: David Haight, Maurice Tougas, Robin Chesmer
- CD  Tape 450 **Mix it Up with Cut Flowers** - Moderator: Monika Roth; Speakers: Barbara Sipler, Chas Gill
- CD  Tape 460 **Sweet \$ales from Sweet Corn** - Moderator: Vickie Parker-Clark; Speakers: Ken Foppema, Richard Manfredi
- CD  Tape 480 **Do We Really Need Another Farmers' Market?** - Facilitator: Jeff Cole
- CD  Tape 490 **Closing Address** - Marty Jacknis

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