



North American Farmers' Direct Marketing Association

NAFDMA

21st Annual Convention

January 12-14, 2006



AUDIO CDS



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- CDs may be purchased individually OR as a **specially priced complete set = \$545.00 SAVE OVER 35% (Check appropriate box in listing)**

NAFDMA Concurrent All Day Workshops

THURSDAY, JANUARY 12, 2006

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| <input type="checkbox"/> 010A-D (4 CDs) \$48 | Farm Direct Marketing & Agritourism 101: Make Your First Steps the Right Steps - Jane Eckert |
| <input type="checkbox"/> 020A-D (4 CDs) \$48 | Nature Tourism - Loy Sneary; Jed Elrod |
| <input type="checkbox"/> 030A-E (5 CDs) \$60 | How to Tell Your Story - Miles Phillips; Diane Breeding |
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| <input type="checkbox"/> 060A-D (4 CDs) \$48 | Growing Your Agritourism/Agritainment Attraction for Success - Randy White |
| <input type="checkbox"/> 070A-D (4 CDs) \$48 | Successful Sales at Farmers' Markets - Gail Hayden |
| <input type="checkbox"/> 080A-E (5 CDs) \$60 | Strategic Planning and Board Development for Farmers' Market Managers and Organizers - Nancy Bellow |

NAFDMA 21st Annual Convention

FRIDAY, JANUARY 13, 2006

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| <input type="checkbox"/> 090AB (2 CDs) \$24 | Welcome and Keynote: Evolution of Farm Markets and Agricultural Tourism: Potential and Challenge - Brent Warner; Ed Mahoney |
| <input type="checkbox"/> 100 (1 CD) \$12 | On the EcoTourism Trail - Moderator: Miles Phillips; Speakers: Andrew Skadberg; Bill Hellen |
| <input type="checkbox"/> 110 (1 CD) \$12 | Haunting Safely on a Shoe String Budget - Moderator: Chalmers Mikell; Speakers: Leonard Pickel; Glenn Boyette |
| <input type="checkbox"/> 120 (1 CD) \$12 | Retail & Entertainment—The Perfect Marriage? - Moderator: Stuart Beare; Speakers: Stuart Beare; John Stanley |
| <input type="checkbox"/> 130 (1 CD) \$12 | Lone Star Potential: Ideas and Opinions From Two Radio Personalities - Facilitator: Pamela Boyar; Speakers: Jim Hightower; John Dromgoole |
| <input type="checkbox"/> 140 (1 CD) \$12 | Is My Farmers' Market Successful? - Moderator: Randii MacNear; Speaker: Richard McCarthy |
| <input type="checkbox"/> 150 (1 CD) \$12 | Boost Your Business: Using the Internet For Your Farm and Farmers' Market - Moderator: Jeff Cole; Speaker: Andrew Smiley |
| <input type="checkbox"/> 160 (1 CD) \$12 | School Tours by the Thousands - Moderator: Wayne Bishop; Speakers: Carolyn Raasch; Gieselle Fest; Mary Vollmer |
| <input type="checkbox"/> 170 (1 CD) \$12 | What Flew & What Flopped: Best Management Practices for Farms & Ranches - Facilitators: Brent Warner; Rob Leeds |
| <input type="checkbox"/> 180 (1 CD) \$12 | Senior Tours - Moderator: Kay Hollabaugh; Speakers: Betty Eshleman; Mandy Holcomb |
| <input type="checkbox"/> 190 (1 CD) \$12 | Retail Options for Direct Marketing Meats and Poultry - Moderator: Ken Graff; Speakers: Debbie Davis; Rod Carlyon; Jim Lorraine |
| <input type="checkbox"/> 200 (1 CD) \$12 | Marketing Your Market: Local, Regional & National Public Relations Campaigns - Moderator: Nora Owens; Speakers: Eileen Kotowich; Pamela Boyar; Mark Smith |
| <input type="checkbox"/> 210 (1 CD) \$12 | Diversifying Your Farm for Greater Profitability: CSAs, Farmers' Markets and Direct Marketing - Moderator: Andrew Stout; Speakers: Pamela Arnosky; Frank Arnosky; Andrew Stout |

SATURDAY, JANUARY 14, 2006

- 220 (1 CD) \$12 **General Session 1: Capitalizing on a Tour: What John Stanley Learned on a NAFDMA Bus Tour**
- 230 (1 CD) \$12 **Ropin' and Wranglin' the Corporate Crowd** - Moderator: Mary Vollmer; Speaker: Craig Christopher
- 240 (1 CD) \$12 **Best Management Practices for Retail Markets** - Facilitator: Debbie Pifer; Speakers: Debbie Pifer; Joe Lizer; Jo-Ann Weber
- 250 (1 CD) \$12 **Employee Incentive Programs** - Moderator: Dede Beck; Speakers: Bill Michaels; Dede Beck
- 260 (1 CD) \$12 **Pass the Binoculars** - Moderator: Chalmers Mikell; Speakers: Ken Cave; Stan Meador
- 270 (1 CD) \$12 **Risk Management & Liability Issues for Farmers and Farmers' Markets** - Moderator: Don Wambles; Speakers: Jeff Cole; Craig Anderson
- 280 (1 CD) \$12 **Crossing the Digital Divide: Credit, EBT & Debit Cards at the Farmers' Market** - Moderator: Richard McCarthy; Speakers: Diane Eggert; Velma Lakins; Patricia Mancha
- 290 (1 CD) \$12 **A Plot of Potential** - Moderator: Vickie Parker-Clark; Speaker: Bill Varney
- 300 (1 CD) \$12 **Create an Experience with Culinary Tourism** - Moderator: Kerry Engel; Speaker: Marjie Christopher
- 310 (1 CD) \$12 **Relationship Marketing and Linking CSA Customers to the Farm Experience** - Moderator: Rob Leeds; Speakers: Kate Zurschmeide; Debbie Schoeb
- 320 (1 CD) \$12 **Nurturing Our Kids to Love the Farm (and Want to Stay!)** - Moderator: Al Rose; Speakers: The Arnosky Family; The Graff Family
- 330 (1 CD) \$12 **BMPs for Petting Farms** - Moderator: Bonnie Remlinger; Speakers: Jeff Bender; Bonnie Remlinger
- 340 (1 CD) \$12 **Farmers' Markets: A Social and Economic Anchor for Your Community** - Moderator: Mike Bevins; Speakers: Edward Ragland; Virginia Gieseke; Barbara Lovitt
- 350 (1 CD) \$12 **Successful, Profitable Farmers' Markets Through Strong Relationships** - Moderator: Bertie Wells; Speakers: Bertie Wells; Margie Child
- 360 (1 CD) \$12 **Capturing Clicks: Best of NAFDMA Member Web Sites** - Moderator: Kelly Fuerstenberg; Speakers: Andrew Skadberg; Yongxia Skadberg
- 370 (1 CD) \$12 **Closing Session: A Celebration, a Recap, a Look Forward and a Margarita Parade**

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