

Creative

Seminars

Recording and Reproduction

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**Audio Recordings From**  
**Building on Your Strengths**  
**The NYS Farmers' Direct Marketing Conference**  
**January 17-19, 2005, in Syracuse, New York**

**Monday, January 17, 2005**

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|--|---|
| <input type="checkbox"/> <b>M1A</b> KEYNOTE: Keeping our Industry Strong   | Julie Suarez  |
| <input type="checkbox"/> <b>M2A</b> Specialty Dairy Products-Milks, Cheeses, Yogurts<br>Rules, Regulations & Licensing                           | Bill Fredicks, Jr.                                  |
| <input type="checkbox"/> <b>M2B</b> Institutional Purchasing Projects & Buy Local Campaigns-Part 1   | Valen, Sergent, Duff, Jackson,<br>Denniston & Walsh |
| <input type="checkbox"/> <b>M2C</b> Promotions – Newsletters   | Karen Abbott  |
| <input type="checkbox"/> <b>M2D</b> Retailing Produce: Maintaining Quality & Freshness   | Stephen Reiners                                     |
| <input type="checkbox"/> <b>M2E</b> Fresh Cut Flowers-Growing Cut Flowers in High Tunnels  | Wien & Wiley  |
| <input type="checkbox"/> <b>M3A</b> Specialty Dairy Products-Milks, Cheeses, Yogurt<br>Processing and Equipment Needs                            | Jim McFadden  |
| <input type="checkbox"/> <b>M3B</b> Institutional Purchasing Projects & Buy Local Campaigns-Part2  | Valen, Sergent, Duff, Jackson,<br>Denniston & Walsh |
| <input type="checkbox"/> <b>M3C</b> Promotions – Advertising, Marketing, TV, Radio, Print,<br>Limited Funds, My Business, Ahhhhhh...\$\$\$\$\$!! | Karen Hart  |
| <input type="checkbox"/> <b>M3D</b> Refrigeration for Your Market  | Dan D'Alpanso                                       |
| <input type="checkbox"/> <b>M3E</b> Fresh Cut Flowers-Marketing Cut Flowers  | Lampman, Wiley & Folz                               |
| <input type="checkbox"/> <b>M4A</b> Specialty Dairy Products-Milks, Cheeses, Yogurts<br>On-farm Yogurt Processing Operations                     | Keith Morgan Davies                                 |
| <input type="checkbox"/> <b>M4C</b> Promotions – How to Integrate Promotional Products   | Sweetland & Eisner                                  |
| <input type="checkbox"/> <b>M4D</b> Farm Market Start-Up: Principles of Design, Layout & Display   | Monika Roth   |
| <input type="checkbox"/> <b>M4E</b> Fresh Cut Flowers-Flower Arranging-Tips from the Experts   | Steve Jocz  |

**Tuesday, January 18, 2005**

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| <input type="checkbox"/> <b>T1A</b> New York's Meat Harvesting & Processing Infrastructure   | Jim McLaughlin                |
| <input type="checkbox"/> <b>T1B</b> Getting into Food Service on the Farm: From Inspiration to Opening Day   | Lou & Merby Lego              |
| <input type="checkbox"/> <b>T1C</b> Focus on County & Regional Promotion<br>Year-Round Promotion of Schoharie County<br>Adirondack Harvest   | Tammy Graves<br>Anita Demming |
| <input type="checkbox"/> <b>T1D</b> NY Small Scale Food Processor's Workshops-One Stop Shopping  | Banks & Sullivan              |
| <input type="checkbox"/> <b>T1E</b> Reaching Ethnic Consumers Through Product, Service & Promotion   | Maire Ullrich                 |
| <input type="checkbox"/> <b>T2A</b> Livestock Marketing-Rules & Regulations  | Vedder & Arnold               |
| <input type="checkbox"/> <b>T2C</b> Focus on Promotion: Pride of New York Promotional Efforts<br>that Assist Farm Direct Marketers   | Staff                         |
| <input type="checkbox"/> <b>T2D</b> Update on Regulations & Labeling: Framework for Advocacy   | Corby & Stern                 |
| <input type="checkbox"/> <b>T2E</b> AGR-Lite – Crop Insurance for Small Scale Producers  | Charles Koines                |
| <input type="checkbox"/> <b>T3A</b> Direct Marketing of Meat   | Giles & Gornick               |
| <input type="checkbox"/> <b>T3C</b> Focus on Convenience-Reaching Consumers with Direct Delivery<br>Senior Mobile Farmers' Market....Remember When<br>Grindstone Farm Healthy Food Box | Steve Miller<br>Dick DeGraff  |
| <input type="checkbox"/> <b>T3D</b> Growing Your Business-Establishing Your Identity   | Brodsky & Woodhouse           |
| <input type="checkbox"/> <b>T3E</b> Relationship Marketing-Your Customer & Their Farmer  | Jim Ochterski                 |

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|--------------------------|--|--------------------------|
| <input type="checkbox"/> | <b>T4A</b> On-farm Mobile Meat Processing Unit   | Eric Shelley             |
| <input type="checkbox"/> | <b>T4C</b> Focus on Cooperation to Access New Markets                                  | Paula Schafer            |
| <input type="checkbox"/> | <b>T4D</b> Journey in Marketing & Distribution:<br>Visions, Roadblocks & Opportunities | Holzbaur & Davies        |
| <input type="checkbox"/> | <b>T4E</b> Farmers' Market Farmers: Profiles of Success                                | Eklund, Haight & Winters |
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### **Wednesday, January 19, 2005**

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| <input type="checkbox"/> | <b>W1A</b> Pricing Part 1: Profit Planning Through Volume Cost Analysis  | Boutin & Abbott  |
| <input type="checkbox"/> | <b>W1B</b> Care & Maintenance of Bedding Plants in a Retail Setting  | Chris Logue  |
| <input type="checkbox"/> | <b>W1C</b> Corn Mazes & Cow Trains   | Cynthia Gifford  |
| <input type="checkbox"/> | <b>W1D</b> Farm Wineries<br>Introduction<br>Permits & Regulations  | Staff<br>Jim Trezies<br>Lois Katzen  |
| <input type="checkbox"/> | <b>W1E</b> Farm to School Programs Can Add Profits to Farmers' Markets   | <u>William Jordan</u>  |
| <hr/>                    |  |  |
| <input type="checkbox"/> | <b>W2A</b> Pricing Part 1 – Continued  | Boutin & Abbott  |
| <input type="checkbox"/> | <b>W2B</b> What's Hot! Best Varieties for Retail Sales   | Jeff Bishop  |
| <input type="checkbox"/> | <b>W2C</b> Raising the Bottom Line with Food Service<br>Feed Them & They Will Come   | Craig Boyko<br>Dan Pawlowski   |
| <input type="checkbox"/> | <b>W2D</b> Farm Wineries<br>Permits & Regulations – Continued<br>Mechanics of Wine Making<br>Making Wine is Easy: The Process Explained<br>Making Good Wine is Harder Than You Think: Tricks of the<br>Trade for Different Fruit Wines | Fed. Bureau of Tax & Trade<br><br>Dragana Dimitrijevic<br><br>Dragana Dimitrijevic |
| <input type="checkbox"/> | <b>W2E</b> Marketing on a Shoestring   | <u>Turton &amp; Newell</u>   |
| <hr/>                    |  |  |
| <input type="checkbox"/> | <b>W3A</b> Pricing Part 2: Making Your Profit Plan Work<br>(Inventory Management & Point of Sales)   | Boutin & Abbott  |
| <input type="checkbox"/> | <b>W3B</b> Retailing Bedding Plants-Merchandising for All Seasons  | Tom Smith  |
| <input type="checkbox"/> | <b>W3C</b> Hosting Groups on Your Farm   | Joan Allen   |
| <input type="checkbox"/> | <b>W3D</b> Farm Wineries-Production Economics<br>The Costs of Starting & Operating a Farm Winery<br>Examples & Experiences-Making Apple Wines  | Gerald White<br>Leroy Hurlbut  |
| <input type="checkbox"/> | <b>W3E</b> Fundraising for Farmers' Markets  | <u>Haas, Newell &amp; Meier</u>  |
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| <input type="checkbox"/> | <b>W4A</b> Pricing Part 2 – Continued  | Boutin & Abbott  |
| <input type="checkbox"/> | <b>W4B</b> Retailing Bedding Plants-Adding Value for Added Profit  | Gregg Urban  |
| <input type="checkbox"/> | <b>W4C</b> Petting Zoos: Why Bother?   | Laura TenEyck  |
| <input type="checkbox"/> | <b>W4D</b> Farm Wineries<br>Examples & Experiences – Continued<br>Hitting the Hard Cider Trail in Quebec   | Leroy Hurlbut<br>Jan van der Heide   |
| <input type="checkbox"/> | <b>W4E</b> Farmers' Market Grant Program: Project Profiles   | Thomson, Maurer & Parise   |

***Audio Recordings From  
The NYS Farmers' Direct Marketing Conference  
February 3-5, 2006, at SUNY Cobleskill, New York***

**Friday, February 3, 2006**

<input type="checkbox"/>	<b>F1A</b> KEYNOTE: Sales & Customer Service	Bruce Baker
<input type="checkbox"/>	<b>F2B</b> Creating the Right Label for Your Value-Added Products Getting Your Value-Added Product to Market	Jim Pinsonneault Eli Martin
<input type="checkbox"/>	<b>F2C</b> Direct Wholesale - Connecting with New York City Wholesale Buyers	Joe Nicholson
<input type="checkbox"/>	<b>F2D</b> Utilizing Your Local Resources to Begin or Expand Local Food Initiatives	Graves & Schafer
<input type="checkbox"/>	<b>F2E</b> Alternative Methods of Marketing Livestock Products & Interfacing with Customers	Cross, Chichester, Shelley & Clement
<input type="checkbox"/>	<b>F3C</b> Wholesaling Nursery Products	George Schaefer
<input type="checkbox"/>	<b>F3E</b> Marketing Slaughter Goats and Related Goat Products	Dr. Tatiana Stanton
<input type="checkbox"/>	<b>F4A</b> Providing a Farm Revenue Floor with AGR-Lite	Wen-fei Uva
<input type="checkbox"/>	<b>F4C</b> Making direct Wholesale Work in a Small Community	Panel TBA
<input type="checkbox"/>	<b>F4D</b> Lessons of Regional Branding & Community Involvement in Agriculture	Bennett & Kenyon

**Saturday, February 4, 2006**

<input type="checkbox"/>	<b>SA1F</b> Is Agri-Tourism For You?	Cail & Hurd
<input type="checkbox"/>	<b>SA1G</b> Marketing with Confidence...Naturally 101 Making the Plan	Hart & Boutin
<input type="checkbox"/>	<b>SA1H</b> Successful Business Transfers	Richards & Fetter
<input type="checkbox"/>	<b>SA1J</b> Farm Inspections: Purpose, Process & Procedures	Strumolo & Faber-Machacha
<input type="checkbox"/>	<b>SA1K</b> Starting Up a Shared Use Kitchen: Taking the Idea to a Reality	Cox & Milano
<input type="checkbox"/>	<b>SA2F</b> Are You Prepared for Agri-Tourism?	Bill Fredericks
<input type="checkbox"/>	<b>SA2G</b> Marketing with Confidence...Naturally! 201 How Do My Dollars Grow?	Hart & Boutin
<input type="checkbox"/>	<b>SA2H</b> Holistic Farm Management	Phil Metzger
<input type="checkbox"/>	<b>SA2I</b> Speaking From Experience	Panel TBA
<input type="checkbox"/>	<b>SA2J</b> Liability Insurance - Why is this so Important?	Dave Wyman
<input type="checkbox"/>	<b>SA2K</b> Starting Up a Shared Use Kitchen: If You Build it, Will They Come?	Milano & Gregory
<input type="checkbox"/>	<b>SA3F</b> If I Charge For My Agri-Tourism Events, Will They Come?	Pawlowski, Jensen & Vizcarra
<input type="checkbox"/>	<b>SA3G</b> Loyalty Programs: Yes or No?	Bill Lansing
<input type="checkbox"/>	<b>SA3H</b> Shedding Light on Behavior	Anita Cassard
<input type="checkbox"/>	<b>SA3I</b> Garden Center Excellence - Part 1	Valerie Rollins
<input type="checkbox"/>	<b>SA3J</b> Farmers' Market Managers Workshop: Build it and Will They Come?	Hart & Boutin
<input type="checkbox"/>	<b>SA3K</b> Sustaining Shared Use Kitchens for Profitability	Katherine Gregory
<input type="checkbox"/>	<b>SA4F</b> Grant Writing Basics	Betsy Cross
<input type="checkbox"/>	<b>SA4G</b> Marketing with Confidence... Naturally! 301 Strategizing - The Action Plan?	Hart & Boutin
<input type="checkbox"/>	<b>SA4H</b> Mediation: A Tool in Resolving Unique Issues in Inter-Generational Farm Family Conflict	Lawyer & Burns
<input type="checkbox"/>	<b>SA4I</b> Garden Center Excellence - Part 2	Valerie Rollins
<input type="checkbox"/>	<b>SA4J</b> Food Safety Regulations	John Lukor
<input type="checkbox"/>	<b>SA4K</b> Working with Consumers to Build a Broader Customer Base	Anna Dawson

## **Sunday, February 5, 2006**

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|--------------------------|-------------|---|-----------------------------|
| <input type="checkbox"/> | <b>SU1L</b> | Agritourism Frameworks for Partnerships                                 | Tammy Graves                |
| <input type="checkbox"/> | <b>SU1M</b> | Development of Nut Tree Crops for New York State                        | Potts & Mudge               |
| <input type="checkbox"/> | <b>SU1N</b> | Designing a Whole Farm  | Martha Pickard              |
| <input type="checkbox"/> | <b>SU1O</b> | Welcome & Slide Tour of Diverse Roadside Markets                        | Meg Southerland             |
|                          |             | So You Want to Build a NEW Farm Market - The Important Basics           | Wen-Fei Uva                 |
| <input type="checkbox"/> | <b>SU1P</b> | Management Tools for Excellence at Your Farmers' Market                 | Steve Miller                |
| <hr/>                    |             |   |                             |
| <input type="checkbox"/> | <b>SU2L</b> | Partnering for Agritourism Promotions                                   | O'Donnell & Mannese         |
| <input type="checkbox"/> | <b>SU2M</b> | American Ginseng Production, An Agroforestry Specialty Crop             | Bob Beyfuss                 |
| <input type="checkbox"/> | <b>SU2N</b> | Democratizing Needs and Effects of Local Foods                          | Tod Murphy                  |
| <input type="checkbox"/> | <b>SU2O</b> | Market Design & Layout - The Silent Salesperson                         | Wen-Fei Uva                 |
|                          |             | Slide Tour of Two Successful Markets:                                   |                             |
|                          |             | Moses Farm & Riverview Orchards   | Moses & Shea                |
| <input type="checkbox"/> | <b>SU2P</b> | Conducting Pre-Season Market Meetings                                   | Hurd, Desotelle & Parise    |
| <hr/>                    |             |   |                             |
| <input type="checkbox"/> | <b>SU3L</b> | Developing Flagship Agritourism Events                                  | Graves, Reppert & Prescott  |
| <input type="checkbox"/> | <b>SU3M</b> | Hooked on Ponics! Opportunities in Hydroponic Crop Production           | George Crosby               |
| <input type="checkbox"/> | <b>SU3N</b> | Sustainable Farming: Not Just Another Marketing Ploy                    | Karma & Mike Glos           |
| <input type="checkbox"/> | <b>SU3O</b> | Effective Marketing: Putting Your Market on the Map                     | Bob Weybright               |
| <input type="checkbox"/> | <b>SU3P</b> | Creative Ways to Bring in New Farmers                                   | Koken, Desotelle & Strumolo |
| <hr/>                    |             |   |                             |
| <input type="checkbox"/> | <b>SU4L</b> | Petting Zoos vs. Farm Animal Display                                    | Dr. Steve Nussbaum          |
| <input type="checkbox"/> | <b>SU4M</b> | Farm Pond Management  | Dr. John Foster             |
| <input type="checkbox"/> | <b>SU4N</b> | Organic vs. Sustainable: Understanding the Difference on Farms          | North & Hewes               |
| <input type="checkbox"/> | <b>SU4O</b> | The Power of Value Added Products                                       | Bob Weybright               |
|                          |             | Roundtable Discussion of the Top 10 Money Making,                       |                             |
|                          |             | Crowd Pleasing Ideas for Successful Roadside Market                     | Meg Southerland             |
| <input type="checkbox"/> | <b>SU4P</b> | Customer Service - Dealing with Different Personalities is a Challenge! | John Parise                 |