



# Market Exchange

Volume 18

Winter 2007

## It's Show Time!

- What-** The NYS Farmers' Direct Marketing Association (NYSFDMA) Annual Conference. Two days of concurrent sessions designed to improve your market's bottom line.
- When-** The NYSFDMA Annual Conference is **February 7 and 8, 2008**.
- Where-** Route 414, **Holiday Inn, Waterloo**, New York
- Registration-** \*Two-day registration includes: coffee breaks, lunch both days, banquet and participation in the Hospitality Suite.  
\*Single-day registration includes coffee breaks, lunch, banquet and participation in the Hospitality Suite.
- Discounts-** Register for two-day before Jan. 19- save \$20  
Register for single day before Jan. 19- save \$10

### Holiday Inn Directions

**Hotel rooms not included in registration. Mention DMA to receive discount rate \$75/ night.**

Holiday Inn, 2468 NYS Route 414 in Waterloo, NY-- 3.5 miles south of Thruway Exit 41.

**From the East (Albany):** Take I-90 West to Exit 41 (Waterloo). Take Rte 414 South into Waterloo. The Holiday Inn is on the left.

**From the West (Buffalo):** Take I-90 East to Exit 41 (Waterloo). Take Rte 414 South into Waterloo. The Holiday Inn is on the left.

**From the North (Watertown):** Take I-81 South to I-90 west. Follow I-90W to Exit 41 (Waterloo). Take Rte 414 South into Waterloo. The Holiday Inn is on the left.

**From the South (Ithaca):**

Take Route 414 N into Seneca Falls. Turn left onto Routes 5&20(West). Follow Route 5 & 20 to Route 414, Take a right at the light. The Holiday Inn is on the left.

Phone: (315) 539-5011 • Fax: (315) 539-8355

## **February 7, 2008- Conference Schedule**

8:00 am- Registration Table Opens

9:00- *Keynote- **Marketing on the WWW*** Speaker Laura Coburn, Coburn Design, shares marketing opportunities on the web, what equipment is needed, reviews existing websites and offers webbing tips. Coburn Design, Auburn, NY, produces brochures, catalogs, books, ad campaigns, corporate identity packages, annual reports, newsletters, websites and more.

9:45- *Coffee Break*

10:00- Concurrent workshops

**“Shared Wisdom- two tools for direct marketing success”** Warren Abbott, Abbott Farms, shares how he looks at people as a resource for success. Warren is a fifth-generation farmer from Central New York. He is a graduate of Purdue University with a BS in Ag Economics. Steve Miller, Cornell Ext. Farmers Market Nutrition Program, debuts “Selling your best: a new video training tool for direct marketers.”

**Comment [SB1]:** Changed the name from “Abbott” to “warren”

**“Adding a Bakery”** Thinking about adding a bakery? Attend this workshop to learn more about the ramifications and possibilities. As a product vendor Tony Santora of Dawn Foods visits numerous market bakeries every year. Santora will share what he sees as common denominators of success, plus how ready-made foods can be personalized for a home-made taste. Judy Schultz of Busti Cider Mill and Farm Market near Jamestown, NY, makes her bakery products from scratch. Judy will share insight into an operating market bakery and perhaps a special recipe or two. The final speaker, Evelyn Miles, has been a Supervising Food Inspector for the Department of Ag and Markets since 1980, working for the department since 1970. Evelyn will present regulatory considerations for a new market.

Noon- *Lunch*

1:00- Concurrent Sessions

**“Beating the Challenges of Specialty Crops with Irrigation”** Belle Terre Irrigation

**“Hiring and Retaining Good Employees”** Cynthia Gifford, Liberty Ridge Farm

1:45- Concurrent Sessions

**“Extending the Production Season”** Making the most of New York’s growing season with high tunnels and plastic, Marvin Pritts of Cornell U., and grower Jack Torrice, Fruit Valley Orchard, Oswego, NY, show how it’s done.

**“Seasonal Help”** Special considerations for working with teens and seniors. Speakers Joan Allen of Long Acre Farms in Macedon, NY and Cynthia Gifford of Liberty Ridge Farm in Schaghticoke, NY share personal experiences and tips on getting the best from their niche employees.

2:30- *Coffee Break*

3:00- Concurrent Workshops

**“Bringing Wine to the Market”** Two wineries discuss their recent battle to allow wine to be sold direct market in New York. John Martini, of Anthony Road Winery, Oscar and Melinda Vizcarra of Becker Farms in Gasport, NY present their farm operations. The battle to become direct marketers of wine. The opportunities wine provides for their markets. Workshop activity- Wine 101, introduction into wine tasting.

3:00- **“Marketing 101”** How to create effective written marketing tools. Speaker Laura Coburn of Coburn Design offers insight into the thought process, design and importance of hard copy marketing for a direct marketing operation. Speaker Karen Abbott is the advertising manager for central New York’s Abbott Farms with a background in literature and writing. Karen will share insights into the value of a market newsletter. Workshop activity- Group will create a sample brochure together.

**Comment [SB2]:** Changed “Abbott” to “Karen”

5:30- Dinner- Good Friends, Good Fun and Good Food are the plan for this year’s Dinner Banquet.

7:00- 2007 President Ben Vitale to host a Hospitality Suite.

## **February 8, 2007- Conference Schedule**

9:00 am- Concurrent Sessions

**“15 Seconds from a Passing Car”** Does your market have the curb appeal to pull in customers? Speaker Meg Southerland, GardenWorks in Salem, NY, offers advice on what brings the customers in.

**“Employee Training”** Laying down the law with an employee handbook helps let everyone know what is expected of them. Speaker Stéphane Boutin, Abbot Farms. Stéphane is originally from Canada and spent 14 years in the Food Service Industry before moving to Central New York. He was hired in 2002 as Abbott Farms’ retail manager and served as 2007 NYSFDMA Vice President.

**Comment [SB3]:** Changed structure & put accent on my name... I’m not a writer but it didn’t sound right...just a suggestion

9:45- *Coffee Break*

10:00- Concurrent Workshops

**“Putting Your Farm on the Map”** Using tours/ events to make a name for your market. Presentations by speakers Chris Fesko, nationally renowned farm speaker and author of the “On the Farm” award winning video series, and Susan Hurd, Hurd’s Family Farm in Modena, NY, a top-pick by the Department of Ag & Markets for farm tours offered in New York. Workshop activity- The group will develop a mock event for a farm.

**“Partnerships for Success”** How cooperative advertising and sponsorships can work for your market. Cynthia Gifford of Liberty Ridge Farm shares her success stories for gathering advertising dollars to support her on-farm attractions. Speaker from Pride of NY TBA. Workshop activity- How to target and recruit market sponsors, a brainstorming session for a mock farm market.

Noon- *Lunch*

1:00- **Business Meeting-** Association update, financial review and future course.

1:30- Concurrent Workshops

**“Value Added Products & Signature Items”** Don Chase of Chase Farms, Fairport, NY, shares his farm’s focus on quality, long-season strawberries. Marty Schutt, Schutt’s Apple Farm, brings the customers in with his signature cider. Gema Osborne of the Geneva Pilot Plants shares stories of successful value added products developed with Cornell. Workshop activity- an interactive dialogue on identifying your farm market’s signature item and opportunities to add value.

**“Mediation: the language of good business”** Presentation by speaker Charlotte Carter, NYS Dispute Resolution Association. Charlotte counsels on negotiation skills for better working, neighbor and business relationships in this hands-on offering.

**Conference End**

## *2008 Direct Marketing Association Sponsorship Levels*

“Why should I sponsor at the conference? It’s not a super-size conference with a huge trade show!”

No, we are not a “super-sized” conference. We are an intimate conference of peers, some of the best markets in New York included. We won’t shove our sponsors in a cave down the hall. Our sponsors will be in a part of the action in and around the registration table and coffee break and even some in the session rooms!

So, if you want to hit a trade show with 700 attendants only to find that a tiny percent are actually farmers, look elsewhere. The NYSFDMA only represents the real deal.

Only 10 sponsor exhibitors will be accepted.

Give us a call for more info, Jeanette Marvin (315) 986-9320.

### Platinum \$600-

- \*First choice of location for one eight foot table to set up your company’s display.
- \*Lunch for two for both days of conference.
- \*\*Banquet tickets for two.
- \*Company recognition in conference program on sponsorship page.
- \*\*Quarter page ad in conference program.
- \*Company logo in association’s Spring newsletter.
- \*\*\*Quarter page ad in all four 2008 newsletters.
- \*\*\*Feature article space on one DMA newsletter.
- \*Company logo on NYSFDMA website sponsor recognition page with link to their website.

### Gold \$500-

- \*First choice of location for one eight foot table to set up your company’s display.
- \*Lunch for two for both days of conference.
- \*\*Banquet tickets for two.
- \*Company recognition in conference program on sponsorship page.
- \*\*Quarter page ad in conference program.
- \*Company logo in association’s Spring newsletter.
- \*\*Quarter page ad in Spring newsletter.
- \*Company logo on NYSFDMA website sponsor recognition page with link to their website.

### Exhibitor \$200- One eight foot table to set up your company’s display.

Government Agency- Government agencies or not-for-profits who participate receive complimentary display space.

Literature space will be provided for not-for-profits and government agencies.





## *Board Nominations*

### *Four slots open on 2008 Board*

Every year four Board Seats open for change. Each Board seat is a three-year term. A member may serve two consecutive terms. In recent years, the Board has asked for volunteers to serve on the Board. The Board meets about three times a year in person and more frequently by teleconference. Teleconference meetings are kept to one hour. In-person meetings are kept below three hours.

Board members are encouraged to attend a majority of meetings. We do take into account harvest season.

If you are a willing to serve, contact Jeanette Marvin (315) 986-9320 for more information.

See you in February!

NYSFDMA

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