
2015 Agribusiness Strategic Marketing Conference

Developing Your Brand and Marketing Strategies to Increase Sales

November 16-17, 2015

Henry A. Wallace Visitor and Education Center at the
Franklin D. Roosevelt Presidential Library and Museum
4079 Albany Post Road, Hyde Park, NY 12538

AGENDA

Monday, November 16th

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| 7:30am – 8:30am | Registration and Coffee Service |
| 8:30am – 9:00am | Conference Welcome and Introductions <ul style="list-style-type: none">• Dr. Todd Schmit, Charles H. Dyson School of Applied Economics and Management, Cornell University |
| 9:00am – 10:15am | Keynote Address:
Moments of Truth – Succeeding with your customer, 1 moment at a time
Peter Coombs, Founder and CEO, Frontline Training and Consulting |
| 10:15am – 10:45am | Networking and Refreshment Break |
| 10:45am – 12:15pm | Panel 1: Keys to Developing a Brand for your Business
Heather Sandford, Owner, The Piggery
Dave Walczak, Sales and Operations Manager, Eden Valley Growers |
| 12:15pm – 1:15pm | Lunch co-sponsored by CoBank and Farm Credit East |
| 1:15pm – 3:30pm | Panel 2: Innovative Collaborative Marketing Structures and Techniques
Hillary Corsun, Manager, Good Food Farmers Network
Travis Bort, Owner/Creative Director, ABC Creative Group, and Kelly Blazosky, Oneida County Tourism, representing Brew Central
Ken Wortz, Owner, KyMar Farm Winery and Distillery, representing Schoharie County Beverage Trail |
| 3:30pm – 4:00pm | Networking and Refreshment Break |
| 4:00pm – 5:30pm | Panel 3: Developing a Successful Marketing Strategy
Bee Tolman, Tolman Farms representing Side Hill Farmers Co-Op
Christopher Washington, Managing Director, Radicle Farm Company |
| 5:30pm – 6:00pm | Participant Announcements and Programming Updates from around the State and Region |
| 6:30pm – 9:00pm | Optional Dinner at Culinary Institute of America (extra fee) |

Tuesday, November 17th

- 8:00am – 8:30am** Coffee Service
- 8:30am – 10:00am** **Panel 4: Salesmanship and the Process of Selling Across a Variety of Channels**
Steve Ledoux, Sales Manager, Agro Culture Liquid Fertilizer
Monica Gelinas, Principal, GritWork LLC
- 10:00am – 10:15am** **Networking and Refreshment Break**
- 10:15am – 11:45am** **Panel 5: Technology Available that can help with Marketing and Sales**
Lachele Wiley, CCE Dutchess County, representing the Taste NY Todd Hill Market
Danielle Fleckenstein, Spokesperson, Beak and Skiff Apple Orchards
- 11:45pm – 12:00pm** **Conference Wrap Up and Evaluation**

Farmer scholarships are available to attend this conference. The scholarship amount is ½ the cost of the conference fee. To request a farmer scholarship **please be sure to register as a farm on the registration site.** These farmer scholarships are supported through Northeast Sustainable Agriculture Research & Education project #ONE14-198 (Creating Resources to Increase Collaborative Marketing Impacts for Direct Marketers) to Cornell Cooperative Extension of Broome County.

Special Post Conference Workshop

November 17, 2015

Building the Success of Food Hubs through the Cooperative Experience

(No charge, separate registration required)

12:00 – 1:00pm Complimentary lunch for workshop participants

1:00 pm – 3:30 pm Workshop

1. Learn about best practices of co-ops in aggregating, marketing, and distributing local foods
 - a. Bobbie Severson, Director Cornell University Cooperative Enterprise Program
2. Explore the fundamentals of building a successful food hub cooperative
 - a. Jonah Fertig, Cooperative Development Institute
3. Identify planning steps to move your food hub forward

Session Participants are invited to be our guest for lunch prior to the workshop

Registration required so we have a lunch for you

The post conference workshop is supported by funds through the Federal-State Marketing Improvement Program of the Agricultural Marketing Service, U.S. Department of Agriculture, Agreement number 12-25-G-1716 (Cooperative Marketing Solutions to Meet Local Food Channel Demands). State funds for this project were matched with the Federal program funds.