

REGISTER HERE OR ONLINE

bit.ly/2015DirectMarketing

Online Registration is preferred.

Full Name	<input type="text"/>
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Additional full names from same business

<input type="text"/>
<input type="text"/>

Business Name	<input type="text"/>
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Address:	<input type="text"/>
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City:	<input type="text"/>
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State:	<input type="text"/>
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Zip:	<input type="text"/>
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Email:	<input type="text"/>
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Phone:	<input type="text"/>
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How did you hear about this conference?

<input type="text"/>

Dietary Restrictions

<input type="text"/>

Registration Fee

*Early Bird Fee	\$40 per person or \$60 per farm (up to 3 people) lunch included
After October 27, space permitting	\$50 per person lunch included

Please return this form if mailing to:

UNH Cooperative Extension
 59 College Road
 Durham, NH 03824
 Attn: 2015 Direct Marketing Conference

Make check payable to:

UNH Cooperative Extension

***Registration must be received by October 27, 2015**

PORTSMOUTH COUNTRY CLUB DIRECTIONS:

Address for GPS: 80 Country Club Lane, Greenland, NH

From the South : Follow Interstate 95 North to Exit 3 and take a left at the traffic light at the end of the ramp onto Route 33 West.

Travel West 0.8 miles and take a right at the third set of lights Travel 0.7 miles to the second right into the club's entryway opposite Sanderson Lane.

From the North : Follow Interstate 95 South to Exit 3B and take a left at the traffic light at the end of the ramp onto Route 33 West.

Travel West 0.2 miles and take a right at the next light. Travel 0.7 miles to the second right into the club's entryway opposite Sanderson Lane.

From the West : Follow Route 101 East to Exit 11 for Stratham and take a left at the light at the end of the ramp for Route 108 North.

Follow Route 108 North to Route 33 East and take a left at the intersection with Route 151 (Dunkin Donuts and Hunkins Real Estate at corner).

Follow for 0.6 miles and take the third left into the club's entryway opposite Sanderson Lane.

From the East: Follow Route 101 West to Exit 11 for Stratham and take a right at the light at the end of the ramp for Route 108 North.

Follow Route 108 North to Route 33 East and take a left at the intersection with Route 151 (Dunkin Donuts and Hunkins Real Estate at corner).

Follow for 0.6 miles and take the third left into the club's entryway opposite Sanderson Lane.

Google Map Directions 



Risk Management Agency (RMA)
 This institution is an equal opportunity provider.

New Hampshire
 Department of Agriculture,
 Markets & Food

Questions: Nada Haddad, Food & Agriculture Field Specialist

email: Nada.Haddad@unh.edu

phone: 603-679-5616

"For persons with disabilities requiring special accommodations, please contact Nada Haddad at 603-679-5616, within 10 days of the event so proper consideration may be given to the request."

No person shall be denied the opportunity to participate in this program because of an inability to pay. The University of New Hampshire Cooperative Extension is an equal opportunity educator and employer. University of New Hampshire, U.S. Department of Agriculture and N.H. counties cooperating, 2015



Growing YOUR Business through Audience CONNECTION

New Hampshire Direct Marketing Conference



**PORTSMOUTH COUNTRY CLUB
 80 COUNTRY CLUB LANE
 GREENLAND, NH 03840**

**WEDNESDAY, NOVEMBER 4, 2015
 8:30AM-4:00PM**

WHO SHOULD ATTEND

- AG Business Owners
- Farmers
- Fruit Growers
- Livestock & Dairy Producers
- Market Managers
- Natural Resource Businesses
- Plant Growers
- Vegetable Growers



Growing YOUR Business through Audience Connection

Lucie Amundsen Locally Laid Egg Company

Lucie B. Amundsen is a writer, marketer and reluctant farmer. She and her husband co-own Locally Laid Egg Company, a farm that provides pasture-raised eggs in Northern Minnesota and partners with a total of seven other mid-level producers in Minnesota and Iowa. These farms source and sell within their own regions to reduce food miles and strengthen local economies.

A former contributor to the Minneapolis Star Tribune and former editor at Reader's Digest Association, Lucie has written for scores of publications in her decade-plus freelance career. Her recent Open Letter broke the Internet – okay, just Lucie's little part of the Internet with over 280K views. She's also authored a narrative nonfiction, Locally Laid, about starting the farm and the stressed economics of Middle Agriculture slated for release March 1, 2016 from Penguin Books USA.

Lucie will talk about inexpensive ways to communicate what her business does best by talking directly to their consumers on our shelves, in person and via social media to increase sales and market shares.



LUCIE AMUNDSEN

KEYNOTE SPEAKER
LUCIE AMUNDSEN
LOCALLY LAID
EGG COMPANY
WRENSHALL, MN

GROWING A BUSINESS SUCCESSFULLY

requires new ideas and relentless planning. Attracting new customers, engaging the mind of every business, conversation with loyal ones, and presenting new products and services is on the Join us for the full day conference to hear keynote speaker, growers, and industry folks with new ideas to boost your sales!

AGENDA AT A GLANCE

Keynote Address: Lucie Amundsen
Take Different Ideas to Energize Your Agriculture Business-Panel Includes

- Cider Hill Farm, Amesbury, MA,
- Libby & Son U-Picks, Limerick, Me
- Stout Oak Farm and Belted Beef Jerky Company, LLC, Jefferson, NH
- Otokahe Farm and Brentwood, NH
- **Every Door Direct Mail®! Customer Acquisition:** Jesse J. Crabtree, United States Postal Service Lunch and Networking
- **Are You Taking Chances and Putting Your Business at Risk:** Whole Farm Revenue Program, Mike Sciabarrasi, Extension Professor & State Specialist, Agricultural Business Management, UNH Cooperative Extension; Noninsured Crop Disaster Assistance Program, USDA Farm Service Agency
- **Listen to Your Customers:** Jennifer Durocher, Cider Hill Farm, Farm Store Manager
- **Learning From Your Customers:** Dr. Alberto Manalo, Associate Professor, Environmental & Resource Economics, UNH