

2014 NH Direct Marketing Conference  
for Agriculture and Natural Resources Businesses

~~~

## **Exceeding the Speed Limit with Markets and Customers' Expectations**



Contact: 603-679-5616 [Nada.Haddad@UNH.edu](mailto:Nada.Haddad@UNH.edu) [extension.unh.edu](http://extension.unh.edu)



New Hampshire  
Department of Agriculture,  
Markets & Food

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.



## NH Direct Marketing Conference for Agriculture and Natural Resources Businesses

---

### *Exceeding the Speed Limit with Markets and Customers' Expectations*

*Tuesday, November 4, 2014, Holiday Inn, Concord, NH*

*Building new markets or expanding established ones? In either case, one rule prevails: know your customers. In this conference, learn how to retain and expand your customer base and markets. Hear fresh ideas from, and network with, New England professionals and growers who share your passion—and your concerns.*

#### ~~~ Conference Agenda ~~~

▶ **8:30 am—Registration, Networking, Visit with Exhibitors**

▶ **9:00 am—Welcome**

*Nada Haddad, UNH Cooperative Extension*

▶ **9:05 am—The Power of Millennial Thinking**

*Nancy Clark, Glen Group, North Conway, NH*

This fast-paced, interactive session will explore the millennial generation, those born between 1980-1995, who will account for roughly 50 percent of the U.S. workforce in 2020 and 75 percent of the global workforce by 2030.

Millennials are connected, committed, open to change, and a powerful influence on other generations. Given this group's sheer size, your business can benefit from understanding how to market to this powerful group. Along the way, you may adopt a more millennial mindset yourself!

▶ **10:05 am—Customers' and Growers' Chemistry! Shared Passion—A Popcorn Forum**

*Charlie French, UNH Cooperative Extension*

▶ **10:30 am—Marketing Challenges! How High Can You Count? Roundtable Discussion**

▶ **10:45 am—Break and Networking**

▶ **11:00 am—Know Your Markets! Assessing the Market Potential for Your Farm and Value-Added Food Products**

Before you start a new food business or expand into a new market, you need to learn as much as possible about that market as possible. Who are my customers? How do I reach them? What prices will they pay? How much money

can I expect to earn? This session will help farmers and value-added producers answer these and other important marketing-related questions. Practical methods and key elements of market research will be presented.

*Jim McConnon, Extension Specialist and Professor of Economics, University of Maine*

▶ **12:10 pm—Lunch (included with registration), and visit with exhibitors**

▶ **1:10 pm—Growing Markets Successfully: Alternatives to the Traditional Ones—Panel Discussion**

◀ **Moulton Farm, Meredith, NH**

Moulton Farm follows sustainable agriculture practices and is a very diverse fruits, vegetables, and cut flower farm. The farm also offers seafood products, a bakery, and meals to go. Farm events are scheduled on regular basis.

*John Moulton and Kyle Lacasse, Moulton Farm*

◀ **Picadilly Farm, Winchester, NH**

Picadilly Farm, a certified organic farm, offers Community Supported Agriculture shares for on-the-farm pick-up “Mix and Match” style. It also offers CSA shares as a pre-packed weekly box. In addition to the produce harvested, CSA plants a shareholder Pick-Your-Own Garden.

*Jenny Wooster, Picadilly Farm*

◀ **The Skinny on Online Buying Clubs**

Kennebec Local Food Initiative has operated an Online Marketplace since 2012 and Crown O’ Maine distributes locally grown food across the length and breadth of Maine and into New Hampshire and Massachusetts, delivering regularly to more than 40 clubs.

*Sarah Miller, co-founder Kennebec Local Food Initiative and buying club coordinator for Crown O’Maine Organic Cooperative in Maine*

▶ **2:30 pm—Do Market Diversification and Crop Insurance Get You Out of the Woods? How about the NAP?**

Kimball Fruit Farm grows more than 40 heirloom tomato varieties, and supplies several restaurants in addition to their seven-day schedule at farmers market and farmstand. Carl Hills will share his experience with crop insurance and how he used it as a management tool.

*Carl Hills, Kimball Fruit Farm, Hollis, NH/Pepperell, MA*

*Mike Sciabarrasi, UNH Cooperative Extension*

*Linda Grames, New Hampshire Farm Service Agency*

▶ **3:15 pm—Marketing Challenges. Got Solutions? Popcorn Forum**

*Gail McWilliam Jellie, NH Department of Agriculture, Markets & Food*

► 3:40 pm—Did You Exceed the Speed Limit Today? Are You Ready to Keep Driving?

In this wrap up session, we'll review the key themes of the day and create an action plan to keep the momentum going

*Nancy Clark, Glen Group, North Conway, NH*

► 3:55 pm—Feedback and Networking on Your Own

► 4:00 pm—Adjourn

### About the Keynote Speakers

**Nancy Clark** is the owner and president of Glen Group, a marketing agency in North Conway, NH. A graduate of Long Island University, with a B.A. in Communications/ Journalism, Nancy took the fast track from her first post-college job as a marketing assistant to Vice President of Marketing at Attitash Ski Resort. In 1996, Nancy purchased Glen Group, then put together the people, the passion, and vision that transformed the agency into a highly respected marketing company with clients all over the U.S. - Nancy is a frequent presenter on marketing and business topics to businesses and organizations.

When not running the company with her very talented team, she and her husband Rob are busy raising their four active boys, 11 chickens, two dogs and a cat, while enjoying biking, hiking and skiing in the White Mountains.

**Dr. Jim McConnon** is an Extension Specialist and Professor of Economics at the University of Maine. He has conducted hundreds of educational workshops and seminars on topics related to small business management and entrepreneurship across the New England Region. His research focuses on topics such as regional retail trade patterns, economic impact analysis, economic importance of home-based and micro-enterprises, agri-tourism, and small business viability.

### ~~~ Conference Location and Lodging Accommodations ~~~

#### Holiday Inn

172 North Main St, in downtown Concord, New Hampshire

Phone: (603) 224-9534

- Directions and parking: The Holiday Inn is located at 172 North Main St, in downtown Concord, New Hampshire. Take I-93 to Exit 14. Take a left at the bottom of the off-ramp if you are coming from the south. Take a right at the bottom of the off-ramp if you are coming from the north. Make a right on to Main Street and the hotel's entrance is on your right. Additional parking also available behind the hotel on Storrs Street.
- Conference attendees are responsible for their own overnight hotel reservations. Contact the Downtown Concord, NH, Holiday Inn. When making your reservations, refer to the "NH Direct Marketing Conference – UNH Cooperative Extension" to get the negotiated rate. A set of rooms with special conference rates has been set aside until October 14. Single/Double Occupancy: \$89.00 + 9% NH State Tax. Hotel and Reservation desk: (603) 224-9534.

~~~ Exhibit Space ~~~

Limited exhibit space is available. Please let us know if you would like to bring materials for your company or organization. For details, contact Nada Haddad at the address below.

~~~ Conference Registration ~~~

- **Conference Registration** is \$45 paid in advance. To qualify for the pre-registration price, you must have your reservation and payment before October 28. Registration includes admission to the conference, refreshments, and lunch. Late or at the door registration will be \$50. Walk-in registrants are not guaranteed lunch.
- For any **special arrangements** including dietary, physical access, or other accommodation requests, including the ability to pay, please contact Nada Haddad at the address listed below. Ten working days are needed to facilitate special needs.

~~~ Conference Contact ~~~

Nada Haddad, UNH Cooperative Extension, Food & Agriculture Field Specialist  
Phone (603) 679-5616  
[Nada.Haddada@UNH.edu](mailto:Nada.Haddada@UNH.edu)

~~~ Sponsors ~~~



would like to thank our Co-sponsors



---

**New Hampshire**  
*Department of Agriculture,  
Markets & Food*

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.



2014 NH Direct Marketing Conference  
for Agriculture and Natural Resources Businesses  
Registration Form

Registration for the conference is \$45 paid in advance. To qualify for the pre-registration price, we must have your reservation and payment before October 28. Registration includes admission to the conference, refreshments, and lunch. Late or at the door registration will be \$50. Walk-in registrants are not guaranteed lunch.

Register early either

- ✓ on line <http://bit.ly/NHDirectMarketing>
- ✓ by mail. See registration form below

.....  
Name(s): \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate your choice of food and number of meals for your party:

- Four Cheese Roasted Vegetable Lasagna X \_\_\_\_\_
- Chicken Marsala X \_\_\_\_\_
- Special dietary request X \_\_\_\_\_

Number of People attending \_\_\_\_\_ X \$45.00 = \_\_\_\_\_ Enclosed

Late registration: Number of people attending \_\_\_\_\_ X \$50 = \_\_\_\_\_ Enclosed

Make check payable to UNH Cooperative Extension and mail with form to  
UNHCE BSC

NH Direct Marketing Annual Conference

59 College Road, Taylor Hall

Durham, NH 03824

[www.extension.unh.edu](http://www.extension.unh.edu)