

# Reaching Your Customer in the New Marketplace *Buying Clubs, Distributors and Online Farmers Markets*

Saturday, November 15, 2008  
8:00 am - 3:00 pm  
Kennebec Valley Community College  
Fairfield, ME



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## Registration Form

Please complete and return with registration fee of \$30.00 per person,  
which includes a catered local foods lunch by Apollo's Bistro of Waterville. Please register by November 7, 2008.

Name (s): \_\_\_\_\_ Phone: \_\_\_\_\_

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

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please check your preference for the afternoon sessions.

Track 1  or Track 2

I would like a vegetarian lunch .

Please check this box if you  
would like to be added to the  
interactive carpool map found at  
[www.westernmountainsalliance.org](http://www.westernmountainsalliance.org)

Make checks payable to: Western Mountains Alliance, and mail to : WMA, PO Box 29, Farmington, ME 04938.

For more information call 207-778-3885 or email [tcook@westernmountainsalliance.org](mailto:tcook@westernmountainsalliance.org)

## Agenda

- 8:00 - 8:30 am Registration & Refreshments
- 8:30 - 8:45 am Welcome & Introductions
- 8:45 - 10:00 am Abby Holm - Local Foods Anywhere On-line Farmers Market
- 10:00 -10:15 am BREAK
- 10:15 - 11:30 am Greg Franklin - Word of Mouth Marketing
- 11:30 - 12:15 pm Local Foods LUNCH catered by Apollo's Bistro of Waterville
- 12:30 - 3:00 pm Concurrent sessions Track 1 & 2 (see next page)

**Registration Fee: \$30.00/person includes local foods lunch catered by Apollo's Bistro.**

**Registrations due by November 7, 2008.  
For more information: 207-778-3885  
or [info@westernmountainsalliance.org](mailto:info@westernmountainsalliance.org) .**

### Directions to Kennebec Valley Community College

From South (Portland): Take I-95 North to Exit 132. Turn right, KVCC entrance is the second left.

From North (Bangor): Take I-95 South to Exit 132. Turn left, KVCC entrance is the second left after the overpass.

From North (Skowhegan): Take Route 201 South until it meets Route 139. Turn right on Route 139 (Western Avenue). KVCC is approximately one mile on the right.

From East (Belfast): Take Route 139 west until it meets Route 201. Turn right on 201. Turn left onto Route 139 (Western Avenue). KVCC is approximately one mile on the right.

### Track 1: *Thought About Selling Online?*

Presenter: Abby Holm, Local Foods Anywhere

- 12:30 - 3:00 pm This is a hands-on technical workshop. Try your hand at creating a sample website using the Local Foods Anywhere model.  
\*includes manual  
\*\*class size limited to 20

Abby Holm has been farming organically in New Hampshire for the last five years and currently manages an 80-member CSA. Her background is in non-profit organizational management. She enjoys using business management skills to build organizational stability for farm-based projects geared toward sustainable agriculture, education and localized food production. In 2006, she co-founded the Local Foods Plymouth project - an online marketplace selling agricultural products in the Plymouth, NH area. In 2007/8, she assisted Canterbury, NH in emulating the successful online market.



### CARPPOOL

If you are interested in carpooling, please visit the interactive map found at [www.westernmountainsalliance.org](http://www.westernmountainsalliance.org). Find a person from your area then call that person to make travel arrangements.

### Track 2: *New Market Strategies*

Facilitator: Greg Franklin, Greg S. Franklin Associates, LLC

- 12:30 - 1:45 pm Session 1: Consumer Panel - Buying Clubs as a New Market Opportunity
- 1:45 pm BREAK
- 2:00 - 3:00 pm Session 2: Farmer Panel - Reaching New Customers Through Email Lists, Buying Clubs and Distributors

Greg Franklin is the principal of Gregory S. Franklin Associates, LLC of New Hampshire, a management consulting firm providing clients with business planning, strategic communications, and organizational develop. A New Hampshire native of a family dairy and fruit farm, Greg graduated from the University of New Hampshire in 1972. Following service as an intelligence officer in the U.S. Air Force from 1972-76, he held production management positions with Whitman Press until 1980, and then was director of advertising at Embry-Riddle Aeronautical University in Florida while working towards an MS in marketing. Greg is proud of his farm roots and frequently assists his brother on marketing strategy and customer relations (parking) on the family farm at apple harvest time!

