

Direct marketers to meet

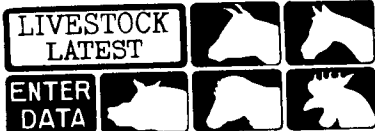
LANCASTER — The 1984 Mid-Atlantic Direct Marketing Conference will take place from 12 a.m. Tuesday, Feb. 21, to 3:30 p.m. Thursday, Feb. 23, at the Host Farm in Lancaster. The event is being sponsored by the Cooperative Extension services of Delaware, Maryland, and Pennsylvania in cooperation with state direct marketing associations, agencies and groups. It is designed for the benefit of roadside market, pick-your-own and other farmer-to-consumer direct market operators.

The program will include presentations of English roadside markets and PYO operations, merchandising for increased sales, garden center profits, getting started in direct marketing, milk juggers' concerns, increasing employee productivity, selecting and training employees, and bringing customers back.

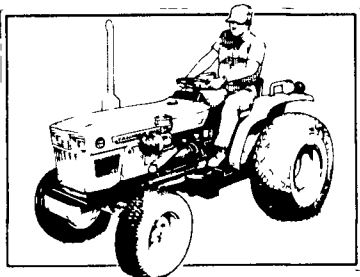
There will also be a general session on motivation and success stories, and a workshop on display, merchandising, advertising and promotion, plus trade exhibits.

The conference will begin with a tour Tuesday afternoon of several direct market outlets in the Lancaster area (advance registration required).

Registration fees are as follows: \$7 general registration for the first person from each market; \$3 for each additional person; \$3 for the optional market tour mentioned above.



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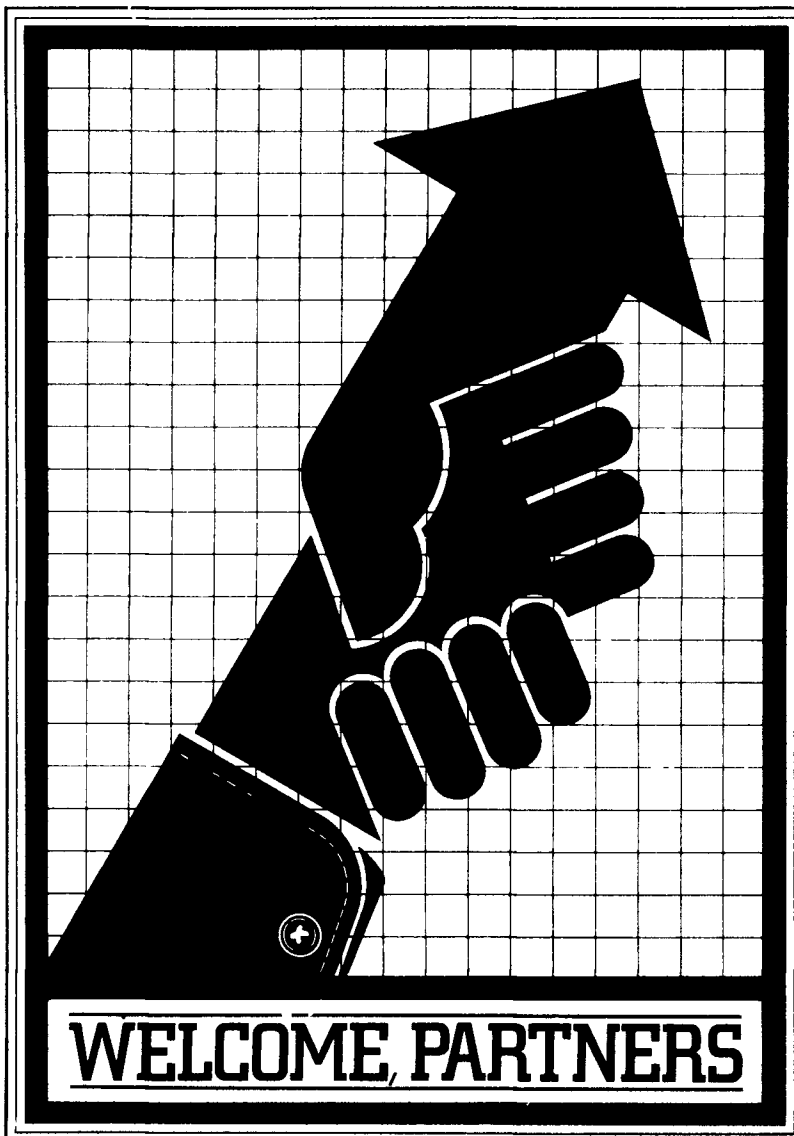


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