

Lancaster Farming's Free Farm Seminar November 13, 2001

Preregistration Required by Oct. 29, 2001*

**LANCASTER FARMING'S
FAMILY FARM TRANSITIONAL
SEMINAR SCHEDULE
TUESDAY, NOV. 13, 2001**

8:00 am-8:50 am – Registration
(coffee and donuts provided)

8:50 am – Introduction (Master of Ceremonies)

9:00 am-10:00 am – Farm Marketing In The New Economy

What farm product retailers are looking for and why.
*John Lord, Professor of Food Marketing,
St. Joseph's University.* (Includes a 5-minute Lord
Question and Answer Session)

10:00 am-10:15 am – Meet The Sponsors Part I
Separate 5-minute presentations.

10:15 am-11:00 am – Managing Family Farm Finances

What farm owners need to know when transferring the farm to the next generation.
Elizabeth Brown, Farm Accountant, Chambersburg
(Includes a 5-minute Brown Question and Answer Session)

11:00 am-Noon – Specialization and Improving Profits

A look to the realities of dairy farms and product positioning and marketing in the New Economy.
Brad Hilty, Penn State Dairy Alliance (Includes a 5-minute Hilty Question and Answer Session)

Noon-1 pm – Lunch, provided by Lancaster Farming.
Please visit exhibits.

1:00 pm-1:15 pm – Meet The Sponsors Part II
Separate 5-minute presentations.

1:15 pm-3:00 pm – Keeping Your Family Business Peaceful and Profitable

How to ensure stability in the family farm enterprise.
Dr. Cindy Iannarelli, Business Cents

3:00 pm – End of seminar

Directions to the Farm and Home Center:

FROM NORTH: From Harrisburg, take Rt. 283 South to Lancaster. Take exit 72 (Manheim Pike) South. After crossing under Rt. 30 bypass, make left onto Service Road. Continue straight into Farm and Home Center (look for sign).

FROM WEST: From York, follow Rt. 30 East through construction to Lancaster's Manheim Pike (Rt. 72) Exit. At bottom of exit, make left onto Manheim Pike. Make left onto Service Road. Continue straight into Farm and Home Center (look for sign)

FROM EAST: From Philadelphia, follow Rt. 30 West to Rt. 283 North. Take first exit (Manheim Pike Exit, Rt. 72) and, at bottom of exit, make left onto Rt. 72 Manheim Pike South. After crossing under Rt. 30 bypass, make left onto Service Rd. Continue straight into Farm and Home Center (look for sign)

FROM SOUTH: From Baltimore, take Rt. 83 North to York. Take 30 East. Exit at Lancaster's Manheim Pike (Rt. 72) exit. At bottom of exit, make left onto Manheim Pike. Make left onto Service Road. Continue straight into Farm and Home Center (look for sign).

* Preregistration required.

Call Karen Hoffer at 717-721-4416
OR complete form and mail to
address shown below



FAMILY FARM TRANSITIONAL SEMINAR

November 13, 2001

at the Lancaster Farm and Home Center

Join us at our FREE Seminar!

Registration 8:00 a.m. - 8:50 a.m.

Seminar 8:50 a.m.-3:00 p.m.

****FREE Lunch Will Be Provided****

Name of family attending _____

Family members attending (complete names, limit 3):

Address: _____

Please return to Lancaster Farming no later than October 29, 2001. Mail to:

**Family Farm Transitional Seminar
Lancaster Farming Newspaper
P.O. Box 609, Ephrata, PA 17522**

For more information or to sign up,
call Karen Hoffer 717-721-4416

Registration will be confirmed by mail

Seating Is Limited to 400!