## ER FARM AND HOME CENTER



John Lord journals, including the Journal of Ad Research and the Journal of Nutrition Education.

teaching new food product development and strategic marketing opportunities. Lord has a bachelor's degree from St. Joseph's, 1971 and a doctorate from Temple University in business administration in 1984. Professor of food marketing at St. Joseph's, he is a distinguished lectures for the Institute of Food Technologists, on the editorial board of Brand-packaging Magazine, and has research published in several

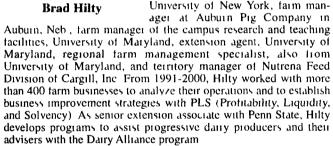
Dr. John Lord is on the faculty of St. Joseph University in Philadelphia,



Elizabeth Brown

A farm accountant, Elizabeth Brown, of Record and Tax Services, in Chambersburg, was born and raised on a poultry farm in Crawford County, Pa After graduation from Penn State in 1978, she moved to Chambersburg to take a job with Agway and has lived there since. She worked for Agway and Farm Credit for 10 years, after which she established her own farm accounting practice Brown works primarily with small businesses, most of whom are farmers, and provides a full range of accounting services, from payroll to tarm transfers

Brad Hilty is senior extension associate, information manage-ment, Penn State Dairy Alliance The former owner/chief consulting for PL\$ Agri-Management Association, Hilty grew up on a small dairy farm in Armstrong County, Pa He received a bachelor's degree in ag science/ animal science from Penn State in 1976 and a master's degree from the University of Maryland in 1984 in animal science/reproductive physiology He has been employed as livestock herdsman with the State University of New York, faim manager at Auburn Pig Company in





"Dr Cindy,' as she noted, is the "nation's leading expert on comprehensive business skill training for children" She is the founder and director for the Center for Family Business at Indiana University of Pennsylvania She teaches at the University of Pennsylvania's Wharton Program for Family Controlled Corporations, Dr Cindy earned an MBA and doctorate at the University of Pittsburgh's School of Business She credits her early experience in her family's business and stepping in to run these enterprises at age 20 because

Dr. Cindy Iannarelli of her father's untimely death She operates a consulting company for family businesses, Dr Iannarelli's Business Cents.

## SCHEDULE ...

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 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 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 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** 

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