Business Management for Direct Marketers

Friday, January 31st
9:00 am to 12 noon
$10/person—Please pre-register
Contact information below

Program includes:
- Farm Business Summary History
- Introduction to Financial Statements
- Using the Berry Farm Business Summary Results to Improve Your Bottom Line
- Using Social Media to Reach New Customers
- Recordkeeping in 2014

Speakers include:
- Sandra Buxton, CCE CAAHP
- Megan Burley, CCE Erie County
- Dan Welch, NY Farm Net

FSA Borrower Training Credits Requested

NAME: _________________________________________________________________________________________________________
FARM/BUSINESS NAME: _________________________________________________________________________________________
ADDRESS: ______________________________________________________________________________________________________
TELEPHONE: ____________________________________    E-MAIL: ______________________________________________________

To pre-register, complete this form and return to: Marcie Vohnoutka, CCE Rensselaer County, 61 State St., Troy, NY 12180. Please make checks payable to “CCE CDVP”. For more information, contact Marcie Vohnoutka 518-272-4210 or email mmp74@cornell.edu. To register online, please visit : http://cdvsfp.cce.cornell.edu/