



Business Management for Direct Marketers

Sponsored by: CCE,
Capital Area Agriculture &
Horticulture Program &
Eastern NY Commercial
Horticulture Program.
With Support from NY
Farm Viability Institute



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 Available

Tuesday, March 25th
10:00 am to 2 pm

\$10/person—Please pre-register
Contact information below

Cornell University's Hudson Valley Lab
3357 Rt. 9W
Highland, NY 12528

This is the rescheduled date for the afternoon program that was cancelled on February 13th due to extreme weather. If you had preregistered for that meeting there will be no charge for this workshop, but please call to register.

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 ENYCHP". For more information, contact Marcie Vohnoutka 518-272-4210 or email mmp74@cornell.edu. To register online, please visit : <http://cdvsfp.cce.cornell.edu/>