

Registration Form

1. Please select a workshop location/date:

___ Cookeville, November 16-17

___ Jackson, December 7-8

___ Manchester, January 10-11

*Workshops not having a minimum number of pre-registrations may be cancelled. Refer to Registration Information for details.

2. Provide participant information:

Participant Name(s)
Enterprise Name
Phone Number
E-mail Address
County

3. Enclose a check payable to University of Tennessee for the registration fee:

Registration is \$40 per person prior to early registration deadlines. Late registration is \$50.

Early registration deadlines are as follows:

Cookeville – November 7

Jackson – November 28

Manchester – January 3

4. Mail completed form with payment to:

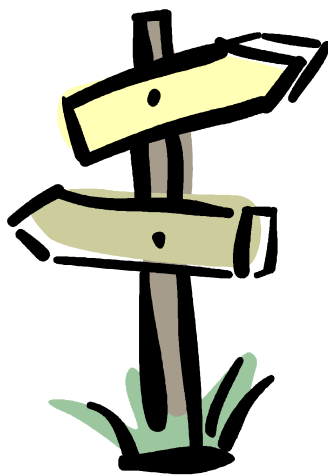
Center for Profitable Agriculture

Attn: DM Sense

P.O. Box 1819

Spring Hill, TN 37174

Directions to Workshop Locations



Putnam County Extension Office – Cookeville

From Interstate 40, take Exit 286 towards Cookeville. Turn right on Interstate Drive. Turn left on S. Walnut Avenue. Office will be on your right.

West Tennessee Research and Education Center (WTREC) – Jackson

From Interstate 40, take Exit 80-A. Merge onto Highway 45 Bypass. After approximately 3 miles, turn right at Airways Blvd. Research & Education Center will be on your right.

Coffee County Farm Bureau Office - Manchester

From Interstate 24, take Exit 110 going southbound towards Manchester. Turn left onto North Woodland St. Take third left onto Main Street. Office will be on your left.

 Extension

Direct Marketing \$ense

Two-day workshop for farmers interested in direct marketing products to consumers.

Fulfills agritourism workshop requirement for TAEP.

November 16-17, 2011 Cookeville

December 7-8, 2011 Jackson

January 10-11, 2012 Manchester



Pre-registration required.

Programs in agriculture and natural resources,
4-H youth development, family and consumer sciences,
and resource development.

University of Tennessee Institute of Agriculture,
U.S. Department of Agriculture
and county governments cooperating.

UT Extension provides equal opportunities in programs and employment.

THE UNIVERSITY of TENNESSEE

Direct Marketing Sense

Direct Marketing Sense is a two day educational workshop designed to equip farmers interested in direct marketing or improving their existing enterprises with skills and tools to increase their potential for success.

TAEP Connection



Participation in Direct Marketing Sense is one option which fulfills the Tennessee Agricultural Enhancement Program workshop requirement for agritourism producers seeking the 50% cost-share level.

Featured Topics

This workshop will feature sessions on the following topics:

- key concepts for developing a business plan
- regulations affecting direct farm marketers
- risk management considerations
- fundamental marketing concepts
- how to choose marketing channel(s)
- how to develop effective marketing materials
- marketing on the Web
- effectively merchandising products
- customer service

Questions?

Contact Megan Bruch at the Center for Profitable Agriculture at mlbruch@utk.edu or (931) 486-2777.



Dates and Locations

November 16-17, 2011

Early registration deadline is November 7.

Putnam County Extension Office
900 S. Walnut Ave., Room 4
Cookeville, TN

December 7-8, 2011

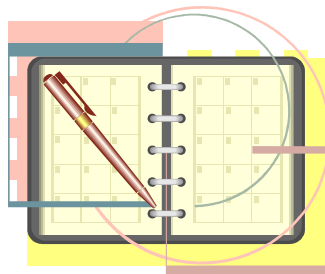
Early registration deadline is November 28

West Tennessee Research and Education Center
605 Airways Blvd.
Jackson, TN

January 10-11, 2012

Early registration deadline is January 3

Coffee County Farm Bureau Office
225 Main Street
Manchester, TN



Tentative Agenda

- | | |
|----------|---|
| 8:30 am | Registration, Refreshments & Networking |
| 9:00 am | Sessions Begin |
| 12:00 pm | Lunch and Networking |
| 12:45 pm | Sessions Resume |
| 4:30 pm | Closing Comments & Evaluations |

Registration Information

To register, please complete the registration form on the reverse and mail it with payment to the Center for Profitable Agriculture



Pre-registration is required.

Register by the following dates to receive the special introductory, early registration rate of \$40 per person:

Cookeville – November 7

Jackson – November 28

Manchester – January 3

Registration after these dates is \$50 per person.

Registration fee includes workshop materials, refreshments and lunch both days.

Workshops not having a minimum number of registrants by the early registration deadline may be cancelled. If a workshop must be cancelled, those pre-registered will be notified and have the option to attend at another location or receive a refund.

Workshop Sponsors



Direct Marketing Sense was developed by the Center for Profitable Agriculture through an agreement with the Tennessee Department of Agriculture and USDA Rural Development.

