

Registration Form

1. Please select a workshop location/dates:

- Cookeville, October 5 & 19
 Spring Hill, October 14 & 28
 White Pine, December 1 & 2

*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 – September 24
Spring Hill – October 4
White Pine – November 22

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

Hyder-Burks Agricultural Pavilion – Cookeville

From I-40, take exit 286 north 3.3 miles. Turn left on Hwy 290 W/12th Street for 2.2 miles. Turn left to Hyder-Burks Agricultural Pavilion.

Middle Tennessee Research and Education Center (MTREC) – Spring Hill

From I-65, take Exit 53 and travel West on the Saturn Parkway (State Highway 396). Travel on the Saturn Parkway for approximately 4 miles to Highway 31-South toward Columbia. Travel south on Hwy 31 approximately 1 mile. Turn left at the entrance to the MTREC. Follow signs at the MTREC to the Conference Building.

Great Smoky Mountains Expo Center – White Pine

From Knoxville go east on I-40 to the I-81 split; take the I-81 split and travel to Exit 8. At Exit 8 turn left on to Hwy. 25-E. Travel approximately ¼ to 1/2 mile to the first road on your right, Agricultural Park Blvd. Turn right onto Agricultural Park Blvd. The Expo Center is on your left.

From upper east Tennessee, travel down I-81 to Exit 8. At Exit 8 turn left onto Hwy 25-E. Travel approximately ¼ to ½ mile to the first road on your right, Agricultural Park Blvd. Turn right onto Agricultural Park Blvd. The Expo Center is on your left. There is signage at the exits off the Interstate and at Agricultural Park Blvd.

Direct Marketing Sense

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

Fulfills agritourism workshop requirement for TAEP.

October 5 & 19, 2010 – Cookeville
October 14 & 28, 2010 – Spring Hill
December 1 & 2, 2010 – White Pine



Pre-registration required.

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:

- 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

October 5 & 19, 2010

Early registration deadline is September 24.

Hyder-Burks Agricultural Pavilion
2390 Gainesboro Grade
Cookeville, TN 38501

October 14 & 28, 2010

Early registration deadline is October 4.

Middle Tennessee Research and Education Center
– Conference Room
1000 Main Entrance Drive
Spring Hill, TN 37174

December 1 & 2, 2010

Early registration deadline is November 22.

Great Smoky Mountain Expo Center
– Jefferson Federal Room
1615 Pavilion Drive
White Pine, TN 37890

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 – September 24

Spring Hill – October 4

White Pine – November 22

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



www.PickTnProducts.org



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



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.