



Emily

women in agriculture Conference

February 21, 2015



Erica

Making Sense of Marketing

“Put Your Best Boot Forward”

AGENDA HIGHLIGHTS:

Keynote Speakers: **Emily Asmus**, *Welcome Table Farms*
Erica Mills, *Claxon Marketing*

"Put Your Best Boot Forward" is the theme for 2015. Join us for the fourth annual Women in Agriculture Conference – an engaging, interactive day - a day of inspiration, learning and networking with other women farmers. Learn who your audience is, what they want to know about your farm and what tools are best for you. This one-day event will be held simultaneously in 28 locations throughout Washington, Idaho, Oregon and Alaska.

Have you ever been asked, "Tell me about your farm?" It is more important than ever to be able to talk about it positively and with passion, no matter what you grow or how you sell it. Everyone has a story that needs to be told to promote agriculture.

Walla Walla farmer, **Emily Asmus**, will showcase how her farm, *Welcome Table Farms*, keeps their “brand” fresh to build interest and loyalty. Learn what tools and techniques are critical to their marketing plan.

Marketing expert, **Erica Mills** from *Claxon Marketing* believes every woman can – and should – have a consistently compelling way to describe her farm business. She knows this isn’t easy and will help farms of all shapes and sizes tackle this tough challenge. Using proven tools that have been pressure-tested by thousands of users, you will learn a simple 3-step marketing method and create a Marketing Action Plan that gets you results. You will see your five-year plan begin to emerge.

In addition to telling your compelling story as part of your marketing plan, this conference will help you inform decision makers, non-farmers and community members about your best management practices.

Whether you have been farming for several years or are a new or aspiring farmer, our conference has something for you. If you are a supporting spouse, student, intern or own an agriculture-related business, make plans to attend this event.

www.womeninag.wsu.edu

Stay connected with social media!

www.facebook.com/WomenInAgricultureConferenceWashingtonState

<http://twitter.com/womeninagwa>

DEADLINE FOR REGISTRATION – February 20, 2015

***Early Bird Special: January 10 – February 13**

If registering by mail, complete form and mail to: Women in Agriculture
WSU Douglas County Extension
P.O. Box 550
Waterville, WA 98858-0550

Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____

Email: _____

<input type="checkbox"/> Woman Involved in Agriculture: farmer, producer, supporting spouse, aspiring farmer or related business	\$25* \$30	
<input type="checkbox"/> I would like to sponsor an aspiring farmer or student by paying their registration. <i>This donation will be added to the Women, Farms and Food Scholarship Fund.</i>	\$25	
<input type="checkbox"/> Student: agriculture student, farm intern, high school ag student, FFA, 4-H	\$20	
*Early Bird Special (Jan. 10th – Feb. 13th)	Total amount	\$

Make **check/money order** payable to: WSU Women in Agriculture

PLEASE NOTE: CREDIT CARDS CANNOT BE USED WITH HARD COPY REGISTRATION

Special dietary requests (vegetarian, vegan, gluten-free, etc.). Please explain.

CHECK THE LOCATION YOU ARE ATTENDING

WASHINGTON, IDAHO, OREGON & ALASKA

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| <input type="checkbox"/> Bremerton, WA
(Kitsap County) | <input type="checkbox"/> Mount Vernon, WA
(Skagit County) | <input type="checkbox"/> Spokane, WA
(Spokane County) | <input type="checkbox"/> Pocatello, ID
(Bannock County) |
| <input type="checkbox"/> Cathlamet, WA
(Wahkiakum County) | <input type="checkbox"/> Nespelem, WA
(Okanogan County) | <input type="checkbox"/> Vancouver, WA
(Clark County) | <input type="checkbox"/> Salmon, ID
(Lemhi County) |
| <input type="checkbox"/> Chehalis, WA
(Lewis County) | <input type="checkbox"/> Olympia, WA
(Thurston County) | <input type="checkbox"/> Walla Walla, WA
(Walla Walla County) | <input type="checkbox"/> Sandpoint, ID
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| <input type="checkbox"/> Colville, WA
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(Whitman County) | <input type="checkbox"/> Wenatchee, WA
(Chelan/Douglas Co.) | <input type="checkbox"/> Twin Falls, ID
(Twin Falls County)) |
| <input type="checkbox"/> Everett, WA
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(Pierce County) | <input type="checkbox"/> Yakima, WA
(Yakima County) | <input type="checkbox"/> La Grande, OR
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(Klickitat County) | <input type="checkbox"/> Republic, WA
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(Canyon County) | <input type="checkbox"/> Salem, OR
(Marion/Polk Counties) |
| <input type="checkbox"/> Montesano, WA
(Grays Harbor County) | <input type="checkbox"/> Sequim, WA
(Clallam County) | <input type="checkbox"/> Idaho Falls, ID
(Bonnevill County) | <input type="checkbox"/> Fairbanks, AK
(North Star Borough) |

Persons with a disability requiring special accommodation while participating in this conference may call WSU Extension at 509.745.8531. If accommodation is not requested by February 10, we cannot guarantee the availability of accommodation on site. Extension program are available to all without discrimination.