

**DIRECTIONS TO THE BERKS COUNTY
AGRICULTURAL CENTER
1238 County Welfare Road
Leesport, PA 19533**

From Harrisburg or Allentown:

Take I-78 to Exit 19 (Old Exit 7) Strausstown/
Rte. 183. Go south on Rte. 183 to Bern Church
(11.6 miles). Bern Church is on the right side of
Rte. 183, a short distance past the Blue Marsh
Canteen, which is on the left side of Rte. 183.
Turn right at the church onto Palisades Drive.
Travel 1.9 miles and turn left onto County
Road. Travel 1/2 mile and the Berks County
Agricultural Center will be on the right (a short
distance beyond Berks Heim County Nursing
Home and the Berks County Prison).

From Points South (Reading/Lancaster):

Take I-476 to Rte. 422 West (not Business 422)
to Rte. 222 North. Travel on 222 N. to Rte. 183
North (Reading Airport Exit). At the end of the
ramp, turn left onto Rte. 183 North. Go 0.8
miles to the traffic light at West Leesport
Road. Turn left onto West Leesport Road.
Proceed 1/10 mile to the stop sign (right turn
keep moving) and turn right onto County
Road. Travel 1.1 miles on County Road. The
Berks County Agricultural Center is on the left
(near Berks Heim County Nursing Home and
the Berks County Prison).



An **OUTREACH** program of the College of Agricultural Sciences

Penn State College of Agricultural Sciences research and extension programs are funded in part by Pennsylvania counties, the Commonwealth of Pennsylvania, and the U. S. Department of Agriculture.

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Penn State Extension

**Direct-to-Consumer
Farm Marketing
and Agri-Tourism
Seminar**

December 1, 2011

8:30 a.m. to 4:30 p.m.

Berks County Ag Center
1238 County Welfare Road
Leesport, PA 19533

extension.psu.edu

PENNSTATE



Cooperative Extension
College of Agricultural Sciences

**Direct-to-Consumer
Farm Marketing and Agri-Tourism**

December 1, 2011

- 8:30 a.m. Registration and refreshments
- 9:00 Greg Prang
 - **Consumer trends**
- 10:30 Break
- 11:00 Greg Prang
 - **Customer behavior**
- 12:00 Hot catered lunch
- 1:00 p.m. Kurt Linneman
 - **Employees can be fun!**
- 2:30 Break
- 3:00 Hugh McPherson
 - **Practical ideas for implementing your plan**
- 4:30 Adjourn



Greg Prang, Ph.D., is a senior ethnographic analyst at The Hartman Group and led the most recent THG work in sustainability: *Marketing Sustainability: Bridging the Gap between Consumers and Companies* (2010) and *The Sustainability Marketing Playbook* (2010). Dr. Prang has spent more than 12 years researching the global trade, with eight of those years spent in the Brazilian Amazon as a visiting professor at the University of Amazonas and a trade analyst for the Zoological Society of London. He has conducted research along the entire trade chain in order to assess the economic and environmental sustainability. He brings to The Hartman Group a rich experience concerning the **consumption of leisure, commodity chain analysis, and the interface of consumer choices and sustainability**. His work is also informed by his lengthy experience as a university professor at Wayne State University, teaching courses in business anthropology and the culture of consumption.

Kurt Linneman is a small business consultant, owner and founder of "Have Perfect People." Kurt opened his first labor-intensive service business, Crocodile Corporate Catering, back in 1988. Kurt came to recognize a few years back that his human resources background and Master's degree in Leadership Development and small business experience didn't help him much when it came to hiring, interviewing, motivating, employee discipline and firing the people he needed. So Kurt developed his staffing system now taught in "Have Perfect People"—a simple, fast, do-it-yourself way for small businesses to solve all those hiring, training, discipline, and firing problems—for once and for all. Kurt Linneman is one of the most down-to-earth guys you'll ever meet in business. Kurt has a knack for getting right at the heart of your most pressing small business challenges and offering simple staffing solutions that you can put to work today. He brings an edginess and street-savvy to his work that actually **makes interviewing, hiring, training, motivating, counseling, disciplining—and even firing—your employees fun.**

Hugh McPherson is either incredibly rude or just plain crazy. This year he will tell over 300,000 people at 50 farms in 19 states and provinces to GET LOST! In fact, the very polite entrepreneur and self-appointed Maze Master of Maize Quest North America issues the 'GET LOST!' command purely in the spirit of fun to all who visit America's Maze Theme Park at Maple Lawn Farms in York County. After graduating from Penn State University in 1997, Hugh wanted to return to the farm and looked for something unique that he could add to the family operation. He created Maize Quest, the Cornfield Maze Adventure, that year as a family affair and grew it into a full time business. Maize Quest has become the center of a network of farmers looking to diversify their businesses with entertainment. Hugh currently serves as the choir director at Centre Presbyterian Church in New Park, PA. His pride and joy are his wife Janine, eight-year-old daughter Annie, and five-year-old son Ian.

**Direct-to-Consumer
Farm Marketing and Agri-Tourism**

REGISTRATION FORM

Cost: \$58/person. (Two or more people from the same business is \$46/person.)

Registration deadline is November 23rd

Name(s) _____

Address _____

Phone _____

Email _____

_____ total # of registrations

Total amount enclosed \$ _____

Please make check payable to:
Berks County Ext. Program Account

Please mail check and registration form to:
Farm Mktg. & Agri-Tourism Meeting
Penn State Extension—Berks County
1238 County Welfare Road, Suite 110
Leesport, PA 19533

If you have questions, please contact:
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