



# Spring Annual Meeting

Mountain Top Inn & Resort | Chittenden, VT  
Wednesday June 14, 2017



[VSFASpring17.eventbrite.com](https://www.eventbrite.com/e/vsfaspring17-tickets-23754412111)

**8:30 AM REGISTRATION & NETWORKING — IN THE MAIN EVENT BARN**

**9:00 AM OPENING REMARKS — IN THE MAIN EVENT BARN**

**9:15 AM The State of Specialty Foods and Trends Driving Future Growth — IN THE MAIN EVENT BARN**  
Learn about recent research on the current state and trends in specialty foods. American consumers in all demographics are embracing new tastes and methods of food prep, and businesses nationwide are responding. In fact, specialty is the fastest growing segment of food - with 15 % overall growth from 2014 to 2016. Learn why and what's expected in the future.

- Phil Kafarakis, President of Specialty Food Association

**10:00 AM Demystifying Retailer Relations — IN THE LOFT**  
Learn the driving forces behind retailer buying and gain insight on how to get your SKU on their shelf

**MORNING BREAKOUT 1**

- Leo Ormiston, Grocery Manager of Hunger Mountain Coop and Chelsea Wagner, Local Merchandising Specialist from Hannaford Supermarket

**Labels 101: How to Plan for A Better Label Design — IN THE YOGA STUDIO**  
This is a Labels 101 presentation. Walk through what you should know and consider before approaching your label provider or graphic designer. Find ways to navigate this maze of getting an attractive, compliant, and effective label on your product!

- Tom Parish, Sales Representative of Creative Labels of Vermont

**10:45 AM NETWORKING & REFRESHMENTS — IN THE MAIN EVENT BARN**  
Announcements by VSFA & Sponsors

**11:15 AM Stories of Growth From our First Year in Business — IN THE LOFT**  
Hear from members looking back on their first year of business what was the most influential obstacle or success that brought them to today.

**MORNING BREAKOUT 2**

- Nancy Warner, Co-owner of Potlicker Kitchen - Ben Maniscalco, Owner of Benitos Hot Sauce & Vermont Salsa Company - **THIRD SPEAKER TO BE ANNOUNCED**

**Fresh Ideas for Financing — IN THE YOGA STUDIO**  
How to create strategic lending partnerships and develop creative financing packages in order to preserve owner equity and maximize access to capital for early stage and growing businesses.

- Justin Bourgeois, VP of Commercial Lending at Community National Bank & Ethan Swain, Vice President/ Loan Officer of Granite State Development Corp.

**12:00 PM LUNCHEON & KEYNOTE SPEAKER — IN THE MAIN EVENT BARN**  
A Food Entrepreneur's Guide to Success and Sanity  
10 curds of wisdom from Allison Hooper, Co-Founder of Vermont Creamery

**1:00 PM ANNUAL MEMBER MEETING & VOTING — IN THE MAIN EVENT BARN**

**1:15 PM What is the Good Food Foundation? — IN THE YOGA STUDIO**  
How can the Good Food Awards, Good Food Mercantile, Good Food Guild and Good Food Retailers Collaborative impact your brand? Gain perspective from local food crafters and a retailer.

**AFTERNOON BREAKOUT**

- Patrick Crowl Owner of Woodstock Farmers Market - Vicky Allard, Co-Founder & Executive Chef of Blake Hill Preserves - Allison Hooper, Co-Founder of Vermont Creamery

**SCHEDULE CONTINUED ON BACK**

<b>1:15 PM</b> <b>AFTERNOON BREAKOUT</b>	<b>Small Business Success, Be Heard — IN THE LOFT</b> Learn how to transform your marketing ideas into marketing campaigns that drive action. Organize your campaigns and choose advertising options to reach your target market without draining resources. Finally, learn how to coordinate your chosen marketing venues with cohesive messaging and the how-to basics for implementing those strategies, whether they are online or offline. Focus will be on the DIY marketer—including getting found on Google, blogging, effective email marketing and social media. • Kim Dixon, Owner of Insights LLC
<b>2:00 PM</b>	<b>Seller Secrets for Success on Amazon — IN THE MAIN EVENT BARN</b> <b>TENTATIVE DESCRIPTION</b> Is your brand ready to be on Amazon? Learn the benefits of being an Individual or Professional Seller on Amazon. Understand what it means to offer your products on Amazon Prime or be an Amazon Sponsored Product. Find out who's buying and who's selling at this Q&A session. • April Lane, Category Leader of Amazon Fresh Perishables + Merchant Platform at Amazon
<b>2:45 PM</b>	<b>CLOSING REMARKS — IN THE MAIN EVENT BARN</b>
<b>3:00 PM</b>	<b>NETWORKING RECEPTION — IN THE MAIN EVENT BARN</b>

## THANK YOU EVENT SPONSORS



**Show off your products!** If you would like to have your products featured in the luncheon menu, breaks or speaker gift bags, please let us know what the item is **before Friday, June 2nd** by emailing [Heather@vtrga.org](mailto:Heather@vtrga.org). The venue will do its best to include them in the menu with advance notice. Confirm with Heather if you will have your item sent to the VSFA offices or the Mountain Top Inn **no later than Monday, June 12th**.

Please let us know if you are coming the night before (Tuesday, June 13) and would like to join other VSFA members and guests that are arriving early for dinner and drinks at the Mountain Top Tavern. Overnight accommodations are available at The Mountain Top Inn & Resort. **Special rates available to VSFA guests, \$129/night + tax, includes breakfast.** To reserve a room, call Mountain Top directly **by Thursday, June 1** at 802-482-2311.

### REGISTER ONLINE OR COMPLETE THIS FORM AND SEND TO VSFA TO BE INVOICED

**Ticket Types: \$15 New Member** (joined after April 2017) - **\$35 Member** - **\$50 Prospective Member**

**COMPANY**

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**MAILING ADDRESS**

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**PHONE ( )**

**EMAIL FOR CONFIRMATION**

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**ATTENDEE FULL NAME & TICKET TYPE**

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**Payment:** Pay with credit card on Eventbrite at [VSFASpring17.eventbrite.com](https://www.eventbrite.com/e/VSFASpring17), over the phone at (802) 839-1930 or you can mail this document & a check made out to VSFA to 148 State Street, Montpelier, VT 05602