



# Spring Annual Meeting

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



[VSFASpring17.eventbrite.com](https://www.eventbrite.com/e/vsf-spring-17-tickets-23754412111)

<b>8:30 AM</b>	<b>REGISTRATION &amp; NETWORKING — IN THE MAIN EVENT BARN</b>
<b>9:00 AM</b>	<b>OPENING REMARKS — IN THE MAIN EVENT BARN</b>
<b>9:15 AM</b>	<p><b>The State of Specialty Foods and Trends Driving Future Growth — IN THE MAIN EVENT BARN</b>          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.</p> <ul style="list-style-type: none"> <li>Phil Kafarakis, President of Specialty Food Association</li> </ul>
<b>10:00 AM</b> <b>MORNING BREAKOUT 1</b>	<p><b>Demystifying Retailer Relations — IN THE LOFT</b>          Learn the driving forces behind retailer buying and gain insight on how to get your SKU on their shelf</p> <ul style="list-style-type: none"> <li>Leo Ormiston, Grocery Manager of Hunger Mountain Coop and Chelsea Wagner, Local Merchandising Specialist from Hannaford Supermarket</li> </ul> <p><b>Labels 101: How to Plan for A Better Label Design — IN THE YOGA STUDIO</b>          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!</p> <ul style="list-style-type: none"> <li>Tom Parish, Sales Representative of Creative Labels of Vermont</li> </ul>
<b>10:45 AM</b>	<b>NETWORKING &amp; REFRESHMENTS — IN THE MAIN EVENT BARN</b>
<b>11:15 AM</b> <b>MORNING BREAKOUT 2</b>	<p><b>Stories of Growth From our First Year in Business — IN THE LOFT</b>          Hear from members looking back on their first year of business what was the most influential obstacle or success that brought them to today.</p> <ul style="list-style-type: none"> <li>Nancy Warner, Co-owner of Potlicker Kitchen – Ben Maniscalco, Owner of Benitos Hot Sauce &amp; Vermont Salsa Company</li> </ul> <p><b>Fresh Ideas for Financing — IN THE YOGA STUDIO</b>          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.</p> <ul style="list-style-type: none"> <li>Justin Bourgeois, VP of Commercial Lending at Community National Bank – Ethan Swain, VP/Loan Officer of Granite State Development Corp. – H. Ken Merritt JR., Managing Director of Merritt &amp; Merritt</li> </ul>
<b>12:00 PM</b>	<p><b>LUNCHEON &amp; KEYNOTE SPEAKER — IN THE MAIN EVENT BARN</b>          A Food Entrepreneur’s Guide to Success and Sanity          10 curds of wisdom from Allison Hooper, Co-Founder of Vermont Creamery</p>
<b>1:00 PM</b>	<b>ANNUAL MEMBER MEETING &amp; VOTING — IN THE MAIN EVENT BARN</b>
<b>1:15 PM</b> <b>AFTERNOON BREAKOUT</b>	<p><b>What is the Good Food Foundation? — IN THE YOGA STUDIO</b>          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. The GFA is a San Francisco based non profit whose mission is to bring retailers and crafters together to build symbiotic relationships in order to thrive as businesses and agents of change.</p> <ul style="list-style-type: none"> <li>Patrick Crawl Owner of Woodstock Farmers Market – Vicky Allard, Co-Founder &amp; Executive Chef of Blake Hill Preserves – Allison Hooper, Co-Founder of Vermont Creamery</li> </ul>

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>How to Grow Your Business With Amazon — IN THE MAIN EVENT BARN</b> This is an Amazon 101 for the specialty food industry. Learn how your brand can reach Amazon’s customers, what it means to be a vendor vs. a seller, and how you can sell everything from ice cream to maple syrup. • April Lane, Category Leader, AmazonFresh Perishables + Local Market 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>  All attendees will receive 1 complimentary beverage ticket at registration in the morning to enjoy afterwards!

## THANK YOU EVENT SPONSORS

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

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