



# Spring Annual Meeting

Mountain Top Inn & Resort in Chittenden, VT | Thursday June 7, 2018  
 Registration online at [vsfa2018spring.eventbrite.com](http://vsfa2018spring.eventbrite.com)

<b>8:30 AM</b>	<b>REGISTRATION, REFRESHMENTS &amp; NETWORKING — MAIN EVENT BARN</b>
<b>9:00 AM</b>	<b>OPENING REMARKS — MAIN EVENT BARN</b>
<b>9:15 AM</b>	<p><b>7 Steps of Small Business Marketing Success</b>          Presented by Ben Robertson of Menadena a Duct Tape Marketing Consultant          Marketing is a system. When you install a marketing system, marketing gets much easier. Learn how to build your own marketing system using the Duct Tape Marketing system, including strategy, content, the marketing hourglass, lead generation, lead conversion, planning, and project implementation. You will get worksheets to help you think about how you can apply the system to your business. Whether you are the owner of a company or the person in charge of marketing, this seminar will give you a fresh perspective on how you can take control of your marketing with proven strategies and tactics that will give you more clarity, control, confidence, and customers.</p>
<b>10:00 AM</b>	<p><b>Our Amazon Journey</b>          Presented by Ben Clark of Ann Clark Cookie Cutters          Listen to the story of how Ann Clark Cookie Cutters, a small Vermont business tripled its sales and became a top 1000 Amazon seller in four years. Learn how they increased both wholesale and Amazon sales with a unique homegrown approach to market pricing and strategy.  <i>*If you attended our Spring 2017 Session with April from Amazon this is a great follow up!</i></p>
<b>MORNING BREAKOUT 1</b>	<p><b>Alternative Buyers for your Business</b>          Presented by Dan Snedeker of Just Add Cooking, Janet Youkeles of Kingdom Provisions and Elizabeth Adams of Vermont Procurement Technical Assistance Center          The panelists will discuss their experiences working in the new market of direct to consumer meal-kits, as well as the established and multi-faceted market of government purchasing. Topics covered will include the benefits, rewards, and challenges of seeking alternative revenue streams, as well as strategies for finding and working with alternative buyers</p>
<b>10:45 AM</b>	<b>NETWORKING &amp; REFRESHMENTS — MAIN EVENT BARN</b>
<b>11:05 AM</b>	<p><b>Co-operative Marketing; Identifying, Developing &amp; Working with Brand Ambassadors</b>          Presented by Nick Managan of Cabot Creamery Cooperative and Rose Wilson Independent Business Consultant          Cabot Creamery Co-operative has been in continuous operation in Vermont since 1919, and is owned by 1,000 farm families throughout New York &amp; New England. Like the production of their award-winning cheese, the Cabot brand has been built through co-operation; with Vermont Partners, fellow Co-operatives, fellow B Corps, and passionate consumers. In this session, we will discuss the organizations you should be working with, finding the best people to represent your company and how to compensate them.</p>
<b>MORNING BREAKOUT 2</b>	<p><b>Less Waste, More Profits</b>          Presented by Morgan Hood of Efficiency Vermont and Bill Kuhns of VECS          Smarter approaches to crop and product refrigeration and storage to improve quality and efficiency. Understanding the benefits of more advanced controls and potential incentives to monitor and reduce energy use.</p>
<b>12:00 PM</b>	<b>LUNCHEON &amp; KEYNOTE SPEAKER — MAIN EVENT BARN</b>
	<p><b>Tales from the Trenches: Lessons Learned from 35 Years of Building Stonyfield Farm (and what is next)</b>          Presented by Gary Hirshberg Co-Founder and Chief Organic Optimist of Stonyfield Organic          This year, Stonyfield is celebrating 35 years since their humble beginnings as a 7-cow organic farming school. Back then, no one was eating yogurt and even fewer people knew what Organic meant, so there have countless learnings, lessons and stumbles along the way towards our current \$400 MM annual sales level. Learn key do's and don'ts and the tough lessons learned along the way, and the importance of Stonyfield's core social and environmental missions in navigating marketplace, financing and numerous other challenges.</p>
<b>1:15 PM</b>	<b>ANNUAL MEMBER MEETING &amp; BOARD VOTING — MAIN EVENT BARN</b>
<b>1:30 PM</b>	<p><b>Shipping Solutions — Getting your products to consumers</b> (title subject to change)          Presented by Dan Martin of Ascent Global Logistics, Len Rubin of Unishippers, John Colburn of Fed Ex and Justin Lewis of Black River Produce          Understanding freight and transportation logistics to make sure your product is ready for shipping. Explore ways to organize your process for a large shipment across state borders, when growing your e-commerce or small orders to local or national customers/retailers/partners.</p>
<b>AFTERNOON BREAKOUT</b>	<p><b>Business Management: Taking Your Business to the Next Level</b>          Presented by Shane McCormack of Paul Frank + Collins, Jon Jamieson of Jamieson Insurance Agency, Daniel Keeney of Center for an Agricultural Economy and Rose Wilson Independent Business Consultant          A panel of advisors specializing in insurance, strategic planning, marketing and legal services will discuss common challenges encountered when planning and implementing the transition of your existing operations to the next level. The panelists will address their view of the "success factors" when managing your business's expansion of product lines and locations, the hiring of employees, the raising of capital to finance your business and the engagement of distribution partners. Please come prepared with questions about these and other opportunities and challenges you are facing managing your growing business.</p>

**2:15 PM Today's Competitive Space & Your Place**

*Presented by Tim Sperry of The Tim Sperry Group*

Selling in the retail space used to be rather straightforward. That is no longer true as we are seeing tectonic shifts in the selling environment. The 2017 purchase of Whole Foods by Amazon is rippling through the industry and we will continue to see changes and opportunities as their decisions impact the selling infrastructure and environment. At the same time, there is more white space for selling opportunities. Tim will be talking about the new opportunities in Food Service, E-commerce, DTC, coupled with thoughts on the long term future for Bricks and Mortar.

**3:00 PM CLOSING REMARKS & HAPPY HOUR — IN THE MAIN EVENT BARN**

All attendees will receive 1 complimentary beverage ticket from our friends at Graham Packaging Company.

**Show off your products or services!**

If you would like your products or promotional pieces to be incorporated in the luncheon menu, networking breaks or 18 speaker thank you bags, let us know what the item is and how you would like us to use it, **before May 17th** by calling the office or emailing [Heather@vtgga.org](mailto:Heather@vtgga.org). The venue will do its best to include them in the menu with advance notice. Items must be sent to VSFA before Friday, May 31st or directly to the venue by Monday, June 4th.

**Pre-event plans and accommodations:**

Let us know if you are coming the night before (Wednesday, June 6) and would like to join other guests for an informal dinner or drinks at the Mountain Top Inn Tavern. Overnight accommodations are available with a **special rate of \$129 night + tax**. To reserve a room, call the Mountain Top Inn directly by May 27th at 802-482-2311.

**THIS EVENT IS MADE POSSIBLE BY OUR GENEROUS SPONSORS**

**NETWORKING SPONSOR**



**EDUCATION SPONSORS**



**★★★★ EDUCATION SPONSORS**



**Registration Types: \$25 New Members with membership dues | \$45 Member | \$60 Prospective Member**

COMPANY

MAILING ADDRESS

PHONE ( ) EMAIL FOR CONFIRMATION

ATTENDEE FULL NAME & TICKET TYPE

ATTENDEE FULL NAME & TICKET TYPE

ATTENDEE FULL NAME & TICKET TYPE

Payment: Pay with credit card on Eventbrite at [VSFASpring18.eventbrite.com](http://VSFASpring18.eventbrite.com), 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