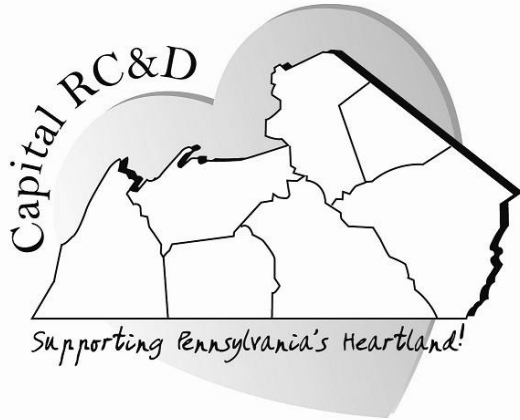
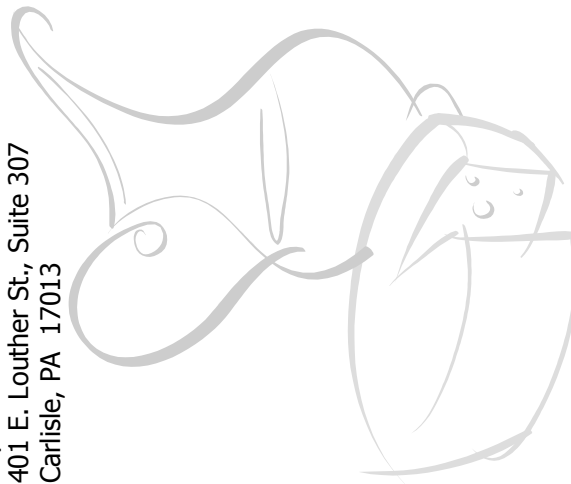


We would like to thank everyone who made this workshop possible:



Mission: "The Capital Resource Conservation and Development (RC&D) Area Council is a seven county non-profit organization that networks people, resources and projects to promote responsible use and conservation of our region's natural, community and economic resources."

Capital RC&D  
401 E. Louthier St., Suite 307  
Carlisle, PA 17013



Capital Resource Conservation &  
Development Area Council  
Presents:

**Work It Out!**

An Interactive Marketing Workshop  
for  
**Pastured Dairy Producers**



**Rescheduled for  
March 30, 2011  
10:00 AM—3:00 PM**

**Olewine Nature Center**  
At Wildwood Park  
100 Wildwood Way  
Harrisburg, PA

# Work It Out! An Interactive Marketing Workshop for Pastured Dairy Producers

Are you interested in or are currently **pasturing** dairy animals?

Do you have questions about **safe handling of dairy products** in your farm enterprise?

Have you **considered expanding or changing** your current marketing and sales efforts but are concerned about what steps to take?

Would you like an opportunity to **meet and network** with producers in the region who have similar concerns?

**If** you answered "**Yes**" to any of these questions then the **Work It Out!** Interactive Marketing Workshop is something you cannot afford to miss.

This workshop will provide an **opportunity to discover** information, from farms and businesses, about marketing strategies that have **proven successful** and, perhaps, uncover avenues you have yet to consider.

Registration is only **\$10.00** per person and includes lunch and all materials.

**Don't wait!** Registrations must be in by **Tuesday, February 17.**

## Agenda

9:45AM: Workshop Registration Opens

10:00AM: Welcome and Introduction

10:15AM: Marketing Analysis

11:00AM: Food Safety & Handling Expert

12:00PM: Lunch & Networking

1:15PM: Pastured Dairy Producers Panel

2:45PM: Workshop Wrap-up

Panel participants will include producers representing a cross-section of dairy operations (small & large ruminants) and who employ a variety of marketing methods.

Panel participants will address audience questions and questions from **your** registration form.

For **more information** contact Capital RC&D at 717-241-4361, email us [info@capitalrcd.org](mailto:info@capitalrcd.org) or visit our website, [www.capitalrcd.org](http://www.capitalrcd.org).

## Mail-in Registration Form

### **Work It Out!**

Wednesday, March 30, 2011

Name(s)

Address

Phone

Email

Are there any **specific questions** you would like to have addressed?

Registration includes lunch, please indicate if you will need any dietary accommodations:

Please mail\*:

- Completed Registration  
 Check for **\$10.00** per person (payable to Capital RC&D)

by **March 25, 2011** to:

**Capital RC&D**  
401 E. Louthier St., Suite 307  
Carlisle, PA 17013

\*You may also email registration information to [cburns@capitalrcd.org](mailto:cburns@capitalrcd.org) and mail payment to address above.

### **Directions** to The Olewine Nature Center:

**From Interstate 81:** Take Front Street Exit #66 (North), exit and proceed north on Front Street to the first traffic light. \*Turn right on Route 39 (Linglestown Road). At next traffic light, turn right onto Industrial Road and travel for approx. 1+mile. At the large green Olewine Nature Center/Wildwood park sign (on the left), turn left onto Wildwood Way and proceed to Nature Center parking lot.

**From Cameron Street (Harrisburg):** Turn west onto Wildwood Park Drive and continue straight through the next traffic light (entrances to PA Farm Show Complex & HACC Campus). Continue traveling North on Industrial Road passing all entrances to HACC parking lots on your right. After passing the I-81 underpass, turn right onto Wildwood Way and proceed to nature center parking lot.