Developing a Marketing Plan

Comments from 2018 seminar:

“Eye opening information from each speaker.”

“... keeps me in tune with current events that will affect my operation.”

“Will forward market grain with more confidence.”

“everyone in the room facing the same troubles”

“Every year this meeting helps me refocus on the business of my operation.”

For additional information, contact:

Pat McDaniel
Clemson Extension
Phone: 803 773-5561
Fax: 800 881-7518
Email: pmcdani@clemson.edu

or

Scott Mickey
Post Office Box 237
Sumter, SC  29151
Email: smickey@clemson.edu

SCHEDULE

Seminar Date: Jan 8-10, 2019

January 8     11:00 am – 5:00 pm
January 8     Reception   6:30 pm
January 9     8:00 am – 7:00 pm
January 10    8:00 am – 3:00 pm

MEETING LOCATION

The Litchfield Beach & Golf Resort hosts this event. Located just twenty miles south of Myrtle Beach, SC on Highway 17. The resort boasts three championship golf clubs, a racquet club, and a health club.

Participants can stay at the Litchfield’s Summerhouse or the Bridgewater. The Summerhouse has one-bedroom suites and is adjacent to the conference center. The Bridgewater offers ocean front suites (20 minute walk to conference center. Call the resort (800-344-0982) for lodging reservations.

CLEMSON
COOPERATIVE EXTENSION

Clemson University Cooperative Extension Service offers its programs to people of all ages, regardless of race, color, gender, religion, national origin, disability, political beliefs, sexual orientation, gender identity, marital or family status and is an equal opportunity employer.

JANUARY 8-10, 2019
LITCHFIELD BEACH & GOLF RESORT
PAWLEY’S ISLAND, SC
Executive Marketing: Developing a Marketing Plan allows farm operators to write a marketing and risk management plan for the upcoming year. The seminar packs over 18 hours of hands-on instruction, including problem solving and case studies. Participants will write a 2019 marketing plan based on FLOOD (Family Living, Operating expenses, Interest expense, Debt service), and desired equity growth.

Join us in January at Pawley’s Island, SC to prepare your farming operation for a successful 2019.

SEMINAR TOPICS

- Jeff Beal: Fundamental Outlook
- Eric Snodgrass: Using Weather Data
- Dave Kohl: Mega Trends 2019-2025
- Dave Kohl: Positioning for Success in Cyclical Economics
- Jeff Beal: Using Options
- Crop Insurance Refresher
- Scott Mickey: Putting the Plan on Paper
  - FLOOD
  - Target Price Analysis
  - Fundamental Price Projections
  - Year Round Marketing Strategies
- Marketing Simulation Game

TUITION

Tuition is $625 per student ($550 early bird registration before December 15, 2018). The fee covers all instructional materials, the welcome reception, breakfast, lunch, and breaks each day. Additional members of the farming operation join the group for only $275.

REGISTRATION

Enrollment is limited to 35 students. This allows maximum contact between participants and the instructors. Please register by Friday, December 15, 2018. Because of the class limitation, participants will be accepted on a first-come, first served basis.

REGISTRATION FORM
EXECUTIVE MARKETING — JAN 8-10, 2019
TUITION FEE: $625*
PAYABLE TO: CLEMSON UNIVERSITY
PO BOX 237, SUMTER, SC 29151

NAME: ________________________
COMPANY: ____________________
MAILING ADDRESS: ______________
________________________________
EMAIL: __________________________
CELL: __________________________
• Registrations made before 12/15/18 have a $75 discount

REGISTER ONLINE
WWW.CLEMSON.EDU/EXTENSION/AGIBUSINESS/EVENTS.HTML