



Ag Literacy for Growers Communicating with Consumers and the Media

With Special Guest Speakers: Lori Connelly and Dr. Richard Stup

Ms. Connelly is the Executive Director of the PA Ag Resource Centers, a partnership between the Penn State College of Agricultural Sciences, the Pa Department of Agriculture and the Pennsylvania Legislature. Dr. Stup is a Sales Manager for AgChoice Farm Credit.

January 26, 2015, 1:00—4:00 PM
Hershey Lodge and Convention Center
325 University Drive, Hershey, PA 17033

Workshop Topics

- ⇒ **Ag Literacy—What is it?**
- ⇒ **Connecting with your Consumers**
- ⇒ **Framing your Message**
- ⇒ **Do's and Don'ts when the Press Calls**

Session incorporates interaction between participants to expand your network and opportunities to ask questions of your peers, industry experts and educators.

Registration is \$50 and includes light refreshments during a networking hour following the workshop.

For more details, please contact Tara A. Baugher at tab36@psu.edu or 717 334-6271.

Please register by **January 15, 2015**, by completing the workshop section of the Mid-Atlantic Fruit and Vegetable Convention registration form or the form with this flier.

Do you struggle with communicating your message to consumers and media? Are you confident that your employees can handle *any* question from a customer?

Worry no longer! Lori Connelly will prepare you to smoothly deliver your company's beliefs and easily conduct interviews before any audience. Dr. Richard Stup returns to discuss best practices for training employees to address concerns they hear from consumers.

Partnering Organizations:



Ag Literacy for Growers Registration Form - Registration Deadline: January 15, 2015

Names: _____ Business: _____

Address: _____

Phone: _____ Email: _____

Registration Fee: \$50 (includes light refreshments during networking hour)

Total Enclosed: \$50 x _____ = \$ _____

Please make check payable to: State Horticultural Association of Pennsylvania

Please return registration form and payment to: Maureen Irvin, Executive Secretary, State Horticultural Association of Pennsylvania, 480 Mountain Road, Orrtanna, PA 17353

This publication is available in alternative media on request.