Writing Your Business & Marketing Plan

This session is designed for those who are looking to take their business to the next level. It will include discussion and coverage of the components and considerations for a strong business plan in addition to an in depth look at the marketing plan. This course will also provide you with a template to complete the respective plans.

**Speakers:**

Kelsey O’Shea– Farm Business Mgmt Specialist  
*With the CCE North Country Regional Ag Team, Kelsey has had four years experience in lending, taxes, and record keeping before her role at extension.*

Lindsey Pashow– Agriculture Business Development & Marketing Specialist  
*With the Harvest NY Team, Lindsay specializes in post harvest marketing and diversification.*

**Agenda:**

6:00PM– registration and welcome

6:15PM– Kelsey O’Shea will cover the primary sections of a business plan and special considerations. This will include coverage of annual financial budgeting and development of financial statements.

7:15PM– Lindsey Pashow will cover the marketing portion of the business plan in depth. This will include in depth coverage on market development and retention.

8:15PM– A question/answer time will allow farmers to ask their business specific questions.

Dates: October 18th, 2018  
Times: 6:00PM-8:30PM  
Location: Jefferson County CCE Office  
203 North Hamilton St  
Watertown, NY13601  
Cost: $15 per person

To Register:  
Follow the QR code  
Or Contact Cathy Moore  
cmm17@cornell.edu