

# Get Farming!

## The Business of Farming

Classes to help startup farmers, build marketing and business skills for veterans

If you're dreaming about farming—and actually making money at it—then the **Get Farming! Entrepreneur Series** is the place for you this winter.

**We can help your ideas take root!**

For only \$85 you receive:

- **Eight classroom sessions**
- **Field trips to successful farm and food businesses**
- **One-on-one business plan counseling**

Classes start January 20, 2009

Tuesdays and Thursdays from 6:30 - 8:30 p.m. at Michigan Works, 1209 Garfield, Suite C, Traverse City

To register, please call Judy at the Michigan Land Use Institute, 231-941-6584.

For information, call Jim Sluyter, 231-889-0199 or

[jimsluyter@mlui.org](mailto:jimsluyter@mlui.org).

Updates and more details at our web site

[localdifference.org/getfarming](http://localdifference.org/getfarming).

**Cost: \$85**

Couples \$125

**Scholarships Available**

## Class Schedule\*

### January 20 - Business Basics: Where to Start

Learn the basics of business planning and financial projections.

*Chris Wendel, Small Business and Technology Development Center (SBTDC)*

*Wendy Wieland, Northern Lakes Economic Alliance/MSU Extension*

### January 22 - Farm Management

Explore operational systems and successful practices.

*Bernie and Sandee Ware, Ware Farm*

### January 27- Marketing

Develop strategies for getting ideas and products to your customers.

*Jim Bardenhagen, Jim Bardenhagen Farms*

*Chris Wendel, SBTDC*

*Tom Kalchik, MSU Product Center*

### January 29 - Labor Management

Meet the needs of your hired help, volunteers, and your own physical well-being.

*Chris Wendel, SBTDC*

*Kevin Benson, Agricultural Employment Specialist, State of Michigan*

### February 3 - Financing your Dreams

Write effective loan applications for traditional and alternative financing programs.

*Chris Wendel, SBTDC*

*John Hyatt, 5/3rd Bank*

*Dr. Rob Sirrione, MSU Extension*

### February 5 - Direct Marketing

Learn the basics of farmers market, CSA, farm stand, and restaurant marketing.

*Michelle Ferrarese and Marty Heller, Birch Point Farm*

*Jim Sluyter, Five Springs Farm*

### February 10 – The Law

Survey farming's special legal issues, including business structure and liability.

*Mardi L. Black, PLC*

### February 12 - Where do you go from here?

Business plan wrap-up, review, unanswered questions from earlier sessions.

**\*Schedule and speakers subject to change**

Core instruction provided by guest experts and the Michigan Small Business and Technology Development Center

*Additional speakers to be announced*

### Field Trips

We have our ideas, but will make final plans according to participants' needs and interests.



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**Get Farming!** is part of the Michigan Land Use Institute's **Taste the Local Difference** program and is produced in collaboration with: USDA Risk Management Agency, Michigan State University Extension, Telamon Corporation, NW Michigan Council of Governments, Michigan Small Business and Technology Development Center, Northern Lakes Economic Alliance