

## **FOR IMMEDIATE RELEASE**

June 29, 2011

Contact: Virginia Schwarzenbach  
Membership Services, Communications and Marketing  
email: [virginia@whiteloafriidge.com](mailto:virginia@whiteloafriidge.com)  
phone: 413-207-1561

### **NAFDMA's 2011 Advanced Learning Retreat — Save the Date!**

North American Farmers' Direct Marketing Association announces their sixth annual Advanced Learning Retreat (ALR). This is a bus tour, workshop, mini tradeshow, and multi-session conference all rolled into a single, networking event. It's a working vacation. It's an educational retreat. It's money in the bank. You'll socialize with like-minded farm direct marketers and you'll see firsthand the workings of a successful agritourism farm in season. Most importantly, you'll go home with fresh new ideas and innovations for adaptation at your own farm as you take it to the next level!

Mark your calendars to save the date for NAFDMA's 2011 ALR on October 29 - November 1, 2011. You'll be away from home for four days, including travel. Every NAFDMA ALR takes on its own personality. This year is sure to reflect that as we visit Roba Family Farms in Pennsylvania.

In 1984, John Roba had a dream; he was going to sell 2000 Christmas trees each year at \$20 a tree. That would make him fat and happy. Sue Cawley had a dream; she was going to marry a tall, dark, handsome and successful man who would support her and be a solid provider for their children. John and Sue's dreams have come true; they now operate two farm locations. They are open to the public eight weeks each autumn and four weeks early winter to sell Christmas trees. They greeted 70,000 guests in 2010 during their fall season alone. Make plans to join us to get behind the scenes and hear the whole story. Learn more about Roba Family Farms at [www.robafamilyfarms.com](http://www.robafamilyfarms.com).

"I'm so excited about hosting this year's event! There is nothing like seeing an operation while it is open," states Sue Roba. "We will show you firsthand how we handle people flow on our busiest day (and on a slow day); handle cash flow; food operations; our pumpkin corral vs. pick your own in the field; farm animals; pig races and much more. There will be something for everyone to learn!!! See you in the fall!"

If you have not attended a NAFDMA Advanced Learning Retreat, let us urge you to do so in 2011. This year, along with the firsthand experiences, our Advanced Learning Retreat will include full group general sessions on marketing, management and employee development. We will also conduct small group sessions on pumpkin and Christmas tree production, admissions procedures, food service, security and liability, school tours and group parties, building projects and more. You will find complete details on our website at [www.nafdma.com/ALR2011](http://www.nafdma.com/ALR2011).

***About NAFDMA***

*North American Farmers' Direct Marketing Association is the leading farm direct marketing and agritourism association in the world. It promotes and fosters the growth of farm direct marketing throughout North America. Its members support their family farms by selling millions of dollars worth of farm-grown produce directly to consumers at farm stands, farmers' markets, pick-your-own farms, consumer-supported agriculture, agritourism venues, and other ever-growing innovations in direct producer-to-consumer agricultural marketing methods.*

# # #

For more information, call Virginia Schwarzenbach at 413-207-1561 or email [virginia@whiteloafridge.com](mailto:virginia@whiteloafridge.com)