

# Green Industry Business & Marketing Boot Camp

February 9, 2016

Register by January 26<sup>th</sup> to receive the early-bird discount of only \$110

Registration includes a great BBQ lunch!

Inquire about sponsoring this event.

To request a registration form, contact

Lori Jolly-Brown  
ljollybr@purdue.edu  
or  
765-494-1296

Location:  
Hendricks Co. 4-H  
Fairgrounds and  
Conference Center

Topics include:

- Utilizing social media to sell and differentiate your business
- Business succession
- Marketing and Leadership
- Utilizing tracking technology in your business

[www.hort.purdue.edu/greenindustry](http://www.hort.purdue.edu/greenindustry)

Purdue University is an equal access/equal opportunity institution

# Green Industry Business & Marketing Boot Camp

February 9, 2016

## Registration Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Please indicate if any special dietary needs:  
\_\_\_\_\_

Early Registration Fee: **\$110/person**

On-site Registration Fee:

**\$160/person**

Number attending:

\_\_\_\_\_ x \$110 = \$ \_\_\_\_\_

Name(s) of additional attendees:  
\_\_\_\_\_  
\_\_\_\_\_

Early registration ends January 26, 2016.

Send registration form with check payable to Purdue University:

**Green Industry Boot Camp**

**Purdue University**

**625 Agriculture Mall Dr.**

**West Lafayette, IN 47907**

If you need a reasonable accommodation to participate in this program, prior to the meeting,

Contact: **Lori Jolly-Brown**

Email: [ljollybr@purdue.edu](mailto:ljollybr@purdue.edu)

Phone: 765.494.1296

## Education Schedule

**7:45-8:15** Registration

**8:15-8:30** Welcome

**8:30-9:30** How to Use Social Media to Sell - *Jeff Korhan*

**9:30-10:30** Customer

Experiences: How to Differentiate Your Business- *Jeff Korhan*

**10:30-10:45** Break

**10:45-11:45** Keeping the Business in the Family and the Family in the Family Business- *Maria Marshall*

**11:45-1:00** Networking Lunch

**1:00-3:00** Marketing: Inside and Out- *Jack Klemeyer*

**3:00-3:15** Break

**3:15-4:15** How Tracking Technology Can Make Your Business More Efficient

**4:15-4:30** Questions and wrap-up- *Kyle Daniel*

## Location:

**Hendricks Co. 4-H Fairgrounds and Conference Center**

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