

Registration Form

Attendee (s)

Workshop Choices: _____

Workshop Choices: _____

Workshop Choices: _____

Workshop Choices: _____

Business / Organization

Address

Phone # _____

Type of Art/Product(s) _____

Cost of the Day:

___1___ Registration(s) X \$10.00 _____

___ Add'l Registrations x \$5.00 _____

___ Vendor Booth Spaces x \$50.00
(For-profit businesses) _____

___ Agency Booth Space (Free)
(Non-Profit Organizations/Agencies Only) _____

Total Amount Enclosed _____

Make checks payable to: Northern Tier Cultural Alliance

And return with registration form **by October 19th** to:

Northern Tier Cultural Alliance
One Washington Street, Suite A
Towanda, PA 18848



This event was organized by the Northern Tier Cultural Alliance (NTCA), a non-profit organization, created with a mission of educating the public about cultural traditions, history and art of the Pennsylvania Northern Tier and to assist tradition bearers and traditional artists in the preservation of their work.

NTCA also serves as administrator for the Northern Tier Buy Fresh Buy Local chapter - a membership chapter designed to promote local food in Wyoming, Susquehanna, Bradford, Sullivan, Tioga & Potter Counties in Pennsylvania. The program was designed by FoodRoutes Network, Inc. to increase demand, consumption and production of local foods - thus providing healthier food for all and supporting local agriculture. It is the goal of our programming to make it easier for consumers to find, choose and appreciate great local foods.... and to support the farmers and lands which produce them.



Support for this event was provided by:



Northern Tier Cultural Alliance

One Washington Street, Suite A
Towanda, PA 18848
570-265-7455
www.ntculturalalliance.org
info@ntculturalalliance.org

Northern Tier Cultural Alliance

VENDOR- BUYER DAY

8:30am - 3:00pm
Monday, October 26, 2009
Pennsylvania College of Technology
North Campus
12880 Route 6
Wellsboro, PA 16901



2009 Vendor-Buyer Day

There's a lot of work going on right now around the concept of buying and selling local artwork and local foods. One popular suggestion in the region is the creation of a wholesale show that features regional artwork, specialty foods and produce.

In response, NTCA has teamed up with Northern Tier Regional Planning & Development, the PA Wilds Artisan Development Workgroup and the PA Route 6 Heritage Corporation to present this one-day networking event. The primary focus is to develop **relationships** amongst the groups, discuss potential wholesale/retail opportunities, determine interest, and assess needs/gaps/possibilities.

Who Should Attend?

- **Food & Gift Buyers, Food Service Directors** for: Gift Shops, Restaurants, Lodging Sites, School Districts, Hospitals, Assisted living/nursing homes, etc. within the PA Northern Tier and NY Southern Tier

- **Artists, Specialty Food Producers, Growers** from across the Northern Tier of Pennsylvania.

Vendor Tables Available

Interested in promoting your business? A limited number of vendor tables are available for \$50 each. One table and one chair is provided.

Non-profit agencies or organizations wishing to provide information on services they provide are eligible for a free space (one table, one chair provided).

Agenda At A Glance

8:30-9:00 Registration

9:00-9:15 Welcome

9:30-10:30 Vendor-Buyer Panels

- A. *Marketing & Selling to Restaurants, Hotels, B&Bs*
- B. *Marketing & Selling to Large-scale Institutions (Schools, Hospitals, Grocery Stores)*
- C. *Marketing to Specialty Gift Shops & Retail Stores*

10:45-11:45 Concurrent Sessions

- D. *Establishing Co-operatives and Shared Space*
- E. *Food Safety Certifications and GAP (Good Agricultural Practices)*
- F. *Getting Ready to Wholesale & Retail Your Art*

12:00-1:00pm Lunch & Keynote Presentation

Kentucky Crafted: A Model for Artisan-Based Economic Programs by Fran P. Redmon

**1:15-2:00 Group Discussion:
Bringing It All Together**

2:15-3:00 Networking Time

Register Early! Space is Limited!

Cost for the day is \$10 for the first participant and \$5 for each additional participant from the same organization or business. Morning refreshments and lunch are included in the registration cost.

Registrations Due by October 19th!

Keynote Speaker

Fran P. Redmon

Former director of the Kentucky Arts Council's (KAC) Kentucky Crafted Program, Fran is currently working as an independent artisan business and programming consultant. For 25 years she spearheaded numerous initiatives including the award-winning Kentucky Crafted: The Market, national marketing campaigns, and the Product Development Initiative establishing the Craft Marketing Program as a national model. Fran has extensive experience in program development and implementation, assessment/evaluation, marketing, technical assistance to artists and arts groups, shows/events/exhibits, employee management, and strategic planning.



Fran has served on numerous state government committees including the Rural Heritage Development Initiative, the Cultural Heritage Tourism Master Plan, the Agri-Tourism Working Group, Economic Development Strategic Plan Tactic Teams, and the Kentucky Artisan Center Program Committee. She is currently on the Kentucky School of Craft National Advisory Council and the Appalachian Artisan Center board of directors. Fran recently joined the board of the Kentucky Craft History and Education Association. She served as a founding and long-time board member and conference host for the national Craft Organization Development Association, receiving the 2007 CODA Leadership Award for Outstanding Service. Fran has participated as a national panelist at the New York International Gift Fair, the Craft Business Institute, and the Asset Based Economic Development Conference.

She has consulted nationally on the topic of artisan based economic programs, presented for the Georgia Governor's Conference on Tourism, Pennsylvania Artisan Trails, and served on the National Craft Advisory Council for the Handmade Institute on Creative Economies. She received a BFA in commercial art from Western Kentucky University.