

# Using the Internet to Increase Awareness and Interest in Your Farm or Farmers Market

Monday, March 9, 2009, 1 - 4:30 p.m.

Business College Complex, Computer Lab N12, East Lansing, MI 48824

(for directions, visit <http://maps.msu.edu>)

This session will provide participants with a hands-on approach to using the internet to promote their farm or farmers market. The afternoon will walk participants through developing or enhancing their presence on food and farming websites and online calendars. In addition, the session will provide how-to instruction and opportunities for developing websites and weekly e-mail announcements.

12:30-1 pm	Registration
1 pm	Welcome and Introductions - <i>Dru Montri</i>
1-2 pm	Enhancing Your Presence on Food and Farming Websites and Online Calendars - <i>Emily Beutel</i>
2-3 pm	A Virtual Tour of What Works and What Doesn't for Farm and Market Websites - <i>Bonnie Bucqueroux</i>
3-4 pm	Weekly E-mail Announcements to Keep Them Coming Back - <i>Laurajeanne Kehn and Hollie Hamel</i>
4-4:30 pm	Questions and Discussion

## Speaker Bios:

**Emily** is the Communications Specialist at Michigan Food & Farming Systems – MIFFS, a statewide nonprofit dedicated to local, sustainable agriculture. There, she writes, does graphic and layout design and maintains the MIFFS and MIFMA Web sites to connect farmers to opportunities.

**Bonnie** recently retired from teaching digital journalism at Michigan State University and now devotes much of her time to Sustainable Farmer, an online multimedia publication. Bucqueroux is a Web pioneer who loves to share ideas on how to make your website work for you, preferably using free or inexpensive tools.

**Laurajeanne** is the Market Mistress of the Frankenmuth Farmers Market. She is devoted to promoting their market and has experience in developing an annual market tabloid and weekly e-mail announcements.

**Hollie** is the Nutrition Outreach Coordinator for the Allen Neighborhood Center and the Market Manager for the Allen Street Farmers Market. Hollie keeps neighborhood residents coming back to the market week after week with friendly weekly e-mail reminders.

