

2010 EDUCATIONAL SESSIONS

Succession Planning: The Family Firm

Attend this informative session where you'll receive some guiding principles designed to direct your family business through times of crisis and change. You'll learn how to address such issues as ownership, performance, accountability, and compensation to ensure that your family business survives long after the founders have retired. Whether it's training the next leader, your retirement and financial security, or asset and control transfer to the next generation, this session will be chock-full of critical steps to lead your business down the road to sustainability.

Making a Lasting Impression

Product appearance and presentation make the first sale. Taste and value determine repeat customers. So, it's important that your packaging not only features eye-catching label designs to set your product apart from the competition, but that it also makes a lasting impression to attract consumers. Mark Whittington, Mark-It Label, will share his expertise in the areas of label and package design and the process involved to take your retail products to the next level.

Small Business Collection Strategies That Work

Coping with ever-increasing costs is one thing – making sure you get all the money that's due you from customers or clients is another. We've all lost money somewhere along the line, but when its funds we've really been counting on, it's hard to accept the financial loss. In this session, learn how to set established payment guidelines, empower the right people to handle receivables, and streamline the collections process so that you can free up your time to take care of your customers and grow your business.

Creating a Destination Location

It's easy to get buried in the day-to-day operations of your plant. You will be amazed at how many small ideas can transform your operation into a destination location – one that will be not only a place of interest for locals, but also a destination that will draw them in by the busloads. In this panel discussion, fellow AAMP members will share how they have used their existing equipment to produce and package specialty retail products beyond sausages and whole muscle meats.

Satisfying Your Customers' Specialized Processing Needs

Educating your customers about specialized processing can be quite time-consuming. By streamlining your approach, your customers will have a better understanding of the overall process. We all know that the information we share with our customers affects their buying decisions. So why not employ a few new tactics to ultimately generate more profit and satisfy your customers? Attend this session and learn how.

Catering to Your Bottom Line

So you thought catering was like working a second job! Learn from some of AAMP's most successful processors as they share simple secrets in the catering business that help utilize their high dollar equipment and maximize their bottom line. Items such as assorted meat and cheese trays, baked goods, bulk salads, boxed lunches, plus cooked and ready-to-serve entrees can be prepared at your facility for carryout (not requiring delivery). Find out how you can drive customers to your facility for their next special occasion.