Developing a Marketing Plan and Financial Planning Workshops for Commercial Fishermen and Farmers

How to get the most out of your fishing and farming operations

Washington State University Jefferson and Clallam County Extension and Washington Sea Grant are cosponsoring two workshops for commercial fishermen and farmers in conjunction with WSU’s Cultivating Success Agricultural Entrepreneurial Class in Chimicum, Wa.

**DEVELOPING A MARKETING PLAN**  
**OCTOBER 29**

Topics include Direct Marketing Strategies.

Speakers include Lissa James, Hama Hama Seafood and Shellfish Co., Hoods Canal and Crystie Kisler, Finnriver Farm and Cidery, Chimacum.

6 p.m. to 9 p.m. Fee: $25 per operation

**FINANCIAL PLANNING**  
**NOVEMBER 15**

Topics cover the 5 C’s of credit, lending programs targeting small farms and fishing businesses, record keeping, enterprise budgeting and cash flow.

Speakers include Pete Granger, WSG and Reefnet fishermen; Ricky Adams, NW Farm Credit Services; John Bellow, SpringRain Farm; and Brian Kuh, Craft3.

9 a.m. to 4 p.m. Fee: $50 per operation

Laptops strongly suggested with Microsoft Excel.

For more information or to register please contact Sarah Fisken, Wash Sea Grant 206.543.1225 or Kellie Henwood, WSU Extension 360.379.5610 ext 201

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This program is available to all without discrimination. To request disability accommodation, contact:  
206.543.6450 (voice); 206.543.6452 (TDD); or 206.685.3885 (fax).

Washington Sea Grant provides statewide marine research, outreach, and education services. The National Sea Grant College Program is part of the National Oceanic and Atmospheric Administration (NOAA), U.S. Department of Commerce. www.wsg.washington.edu/