

## Wednesday & Thursday Track 1: Strategic Business Planning

### Strategic Business Planning with Lee Hargrave

Mr. Hargrave will draw on actual examples of farm and food business plans to take you step-by-step through the interrelated elements of a typical business plan.

As a participant of the course, you will have “in-class assignments” and “homework” that will form the foundation of your personal strategic business plan. You will also receive a copy of Mr. Hargrave’s book, *Plan for Profitability: How to Write a Strategic Business Plan* (check out the rave reviews at Amazon.com). This book, which is widely recognized as one of the most practical guides to developing a business plan, will serve as a reference for you both during and after the course. Best of all, you will be working along side your fellow PASA members and will have the opportunity to learn from their insights and experiences.

This course is for anyone interested in starting or expanding their own business, but the emphasis will be given to farm and food related ventures. Class size will be limited to ensure a valuable experience for all registrants. Mr. Hargrave has written over 100 strategic business plans and consulted with companies all over the world during his distinguished 35-year career as a strategic business-planning consultant.

Program runs  
9:00AM - 5:30PM  
Wednesday and Thursday  
Lunch is provided

#### **Unique Opportunity!**

If you have an existing business plan (complete or partial) that you would like to have reviewed by Lee Hargrave and used as an *anonymous* example for the Strategic Business Planning pre-conference track, please contact Heather House at PASA.

This is a rare and valuable opportunity to receive free consultation from an internationally recognized professional.