



# Growing Your Ag Business by Enhancing the Customer Experience

**Tuesday, February 28**

**1:00pm to 4:00pm**

**Chester County Economic Development Council**

**\$39/pp or Bring 3 people from your farm for \$90**

**Cost includes refreshments and take-home materials**

Does your business rely on direct sales? Many ag and food businesses do! In this workshop, you'll gain tips and tricks, and take home training materials for your staff (family or hired!) that are sure-fire ways to increase your sales this season by enhancing your customers' experiences. Network with other farmers and food entrepreneurs and learn what works when it comes to gaining and retaining customers!

## About the Presenter

Connie McCaw, President and Owner of Guest Experience Management Services, consults with organizations seeking to improve customer service and consumer loyalty to garner long-term gains. Connie combines her twenty plus years of executive management experience with knowledge of cultural, corporate and hospitality operations to provide strategic consulting, guest experience modeling, and proven training programs that drive organizations on the path to customer service excellence.

Most recently, Connie held the position as Longwood Garden's first Guest Services Director, building a new department and guest experience model from the ground up. At Longwood, Connie directed the garden's guest services operations, retail, visitor center, membership, dining and performing arts teams. During Connie's tenure, Longwood Gardens' revenue grew from \$13 million to \$23 million, while guest numbers rose to more than 1.1 million annually.



## About AgConnect:

AgConnect is an initiative of the Chester County Economic Development Council (CCEDC) and is funded in part by the private sector, Chester County Workforce Development Board (WDB) and grants from the Pennsylvania Department of Agriculture and the Pennsylvania Department of Labor and Industry.

**[www.agconnectpa.com](http://www.agconnectpa.com)**

**For sponsorship opportunities or more information, please contact Jodi Gauker at [jgauker@ccedcpa.com](mailto:jgauker@ccedcpa.com) or 610.321.8226.**

**REGISTRATION — <https://growingagbusiness.eventbrite.com>**



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