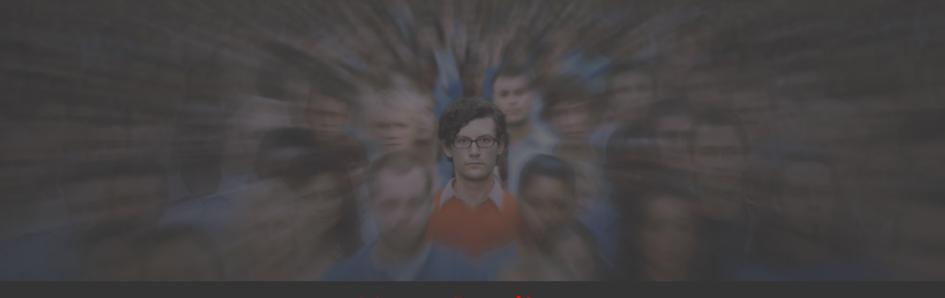
### It's Personal:

Adding Value To Your Small Business



Nora Pugliese

Farmer & Owner of Stone's Throw Garden

# My Story (Bio)

- Nora Pugliese is farmer and owner of Stone's Throw Garden
- After receiving a BS in Media Communications from Florida State University, she moved to New York City to pursue a career in film/TV production
- She worked as a freelance video editor and producer on both corporate and cable television productions for 8 years
- Later, Nora relocated to New Jersey and apprenticed at an organic farm in Warren for 4 years. Then, she moved to an old farmhouse in rural Lebanon Township and started a small organic farm: Stone's Throw Garden
- In 2001, she began community supported agriculture and went from 7 to 30 family shares
- In 2013, to fill the demand of a growing market looking for local, organic produce, Nora opened a Stone's Throw Garden farm stand to the public



**Nora Pugliese** 

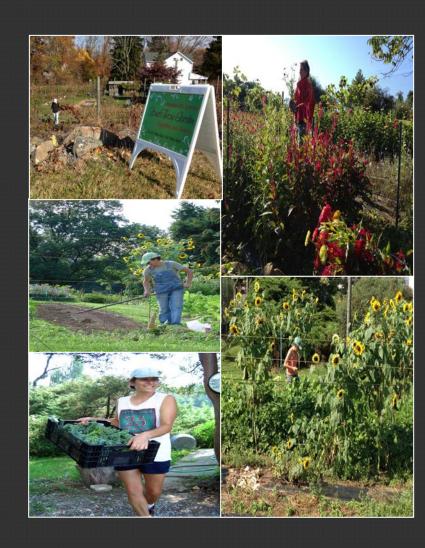
# The Seed: The Idea

- Must be meaningful
- Play to your strengths
- Talk about the idea to others
- Believe in the idea and yourself



# **Sowing:** Doing Your Groundwork

- Prepare Yourself
  - Education/Experience
  - Skills
- Do Your Homework
  - Market/Demand
  - Competition
  - Costs/Financing
- Develop a Communication Plan
  - Reaching New and Current Customers
  - Create a "Voice" for Your Business
- Build Support
  - Family/Friends
  - Community



# Watering & Weeding: Tending to Your Customers

- Providing a Great Product of Service
- Give Your Customers Something More to Connect to...you!
  - Personally
  - Virtually
- Listen, Listen, Listen
- Ask for feedback
- Small Gestures Go a Long Way

# **Growth:** Adapting to Changes

- Keeping Your Older Customers as You Grow
- When Problems Arises, communicate!





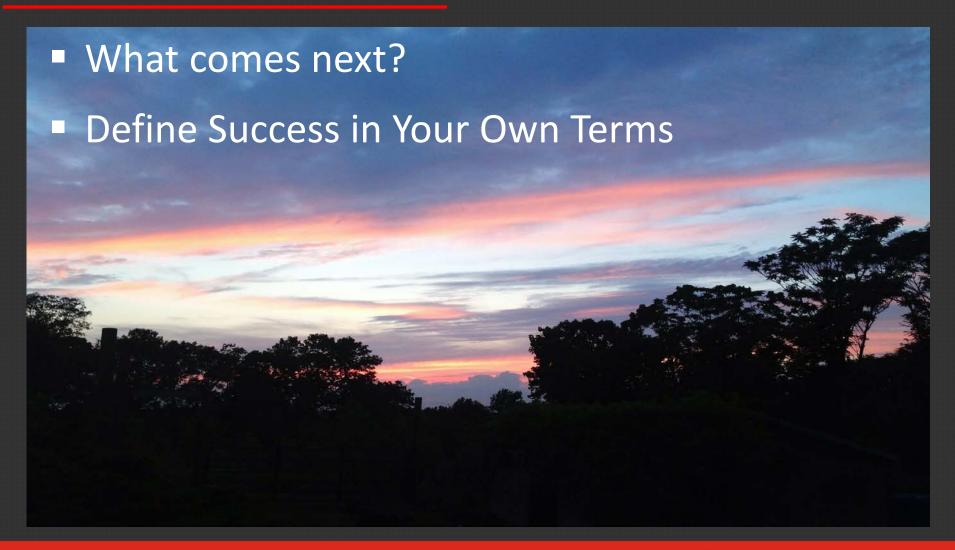


# Harvest: Enjoy the Bounty & Plan Ahead

- Don't Forget to Say Thank You
- Room for Growth?



# Poor Harvest Clean Up: Assessing Your Business





#### **Join CTU Communities**









