

February 8, 2011

EDITORS: The following information is for immediate release. If you have any questions, please contact Karen Costello, program and marketing coordinator of the Chester County Economic Development Council, at 610 458-5700.

Workshop on optimizing farm profitability is hosted by Economic Development Council

Event takes place on Wednesday, February 23

EXTON _ A workshop on “Optimizing Farm Profitability: While Doing More with Less” will be held on Wednesday, February 23 at the Chester County Economic Development Council.

The workshop is co-sponsored by the Pennsylvania Association for Sustainable Agriculture and the Southeastern PA Agriculture Partnership. The program will cover how small and mid-sized farming operations can increase profits in the current economic environment where everyone must do more with less. Improving efficiency and effectiveness by just 10 percent typically doubles profits.

Topics to be covered include increasing profitability by increasing value to customers, developing strategies for products and services based upon customer demands and requirements, reducing time and cost to provide value-added services, optimizing production capacity and quality of products and services by eliminating waste and improving the delivery of products and services to the customer.

The program takes place on Wednesday, February 23, 2011, at the Chester County Economic Development Council, 737 Constitution Drive, Exton. The program begins at 9:00 a.m. and concludes at 4:30 p.m. Lunch will be provided. The cost is \$30 but to receive the discount off the full \$120 price, individuals must provide their social security numbers on the day of the event as required by the Pennsylvania Department of Labor & Industry.

To register, go to <http://www.eventbrite.com/event/1184620231>.

Also, one-on-one follow-up instruction can be scheduled for an additional cost.

The instructor will be Liz Alakszay, Business Process Analyst, She has been helping businesses and individuals develop and streamline operations since 1990. Holding a bachelor's and master's degree in chemical engineering, process design and an MBA, her focus is on identifying the cost effective combinations of technical and human aspects of businesses.

Additionally, she is responsible for coordinating the community garden outreach program to build sustainable small scale agriculture solutions for the region for Penn State Chester County Master Gardeners.

The Southeastern PA Agricultural Partnership is an initiative of the Chester County Workforce Investment Board and the Chester County Economic Development Council with grant funds from the Pennsylvania Department of Labor and Industry.

The Chester County Economic Development Council is a private, non-profit economic development organization that has been nurturing economic growth in Chester County and the surrounding region for 50 years. The Council's portfolio of business growth services includes: low-interest financing, small business lending, workforce training, retention and expansion, customized international business assistance, land and building site selection, brownfields consultation and remediation, urban redevelopment, and agricultural economic development. The Council also offers state-of-the art conference and training facilities at its facility in Eagleview. For more information, see www.cceconomicdevelopment.com.