



# Seed Business Success Workshop

**How will you reach your business goals?  
What are your competitors' strengths?  
Why do your customers keep coming back?**

If you can't answer these questions, don't miss the CSGA's Seed Business Success workshop, held in conjunction with your Provincial Seed Growers meeting:

**Monday, January 25 2010  
1 - 5 pm Westin Hotel, Edmonton Alberta**

This half-day, interactive workshop was designed specifically for Canadian seed grower-retailers. You'll discover how to become a more successful, market-driven seed business through:

- Analyzing your business strategy
- Developing your marketing plan
- Excelling at customer service

Plus, take home a workbook and CD with templates to help with your business planning and marketing.



**To Register:**

**Contact your Alberta CSGA Branch at  
403.782.8022 or [lorena.pahl@seed.ab.ca](mailto:lorena.pahl@seed.ab.ca)  
RSVP by Friday January 8 2010**



*"The goal is to make CSGA's seed grower members who are retailers more effective and profitable."*

*- Rob Hannam, Synthesis Agri-Food Consulting*