



Fair Trade Federation Conference 2012

May 21-23 – Bellevue, WA

Hurry! Early Bird Registration ends on March 1.
[Register Now](#) and receive \$50 off your registration fee!

Why come to the Conference?

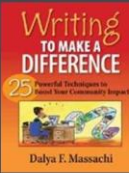
- **Networking** with other fair trade stakeholders
- **Sessions and workshops featuring expert speakers** focused on building fair trade businesses and the movement as a whole
- Delicious **fair trade snacks** from Equal Exchange and Andean Dream
- Expanded **Fair Trade Expo**– an opportunity for wholesalers to display products and connect with retailers

Check out our Session Highlights! Whether you're a student, a business owner, new to fair trade or a long-time member of the movement, our program has something for you!

Writing Stories for Marketing Success

Presented by
Dalya Massachi

Author of the award-winning book *Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact*, Dalya specializes in helping socially responsible professionals advance their missions through outstanding marketing materials – online and offline.



Everyone loves a powerful and inspiring story, and your customers are no exceptions. Each fair trade product has a story – but how can you best feature those stories to connect with your customers in your printed and online materials?

In this session, participants will:

- Identify essential components of great stories
- Find out how to gather them
- Begin to shape them for maximum use in marketing materials
- Get extra tips on how to use them on the web

Developing a Branding Strategy: Techniques for Fair Trade Wholesalers

Explore real working examples and tools during this session focusing on segmenting the fair trade wholesale market. Learn how to help your business stand out and distinguish your products from those of conventional competitors by developing a strong, unique brand identity.

Presented by Rich Cohen



Rich Cohen is the founder of Distant Village, a sustainable fair trade packaging company that uses expert design to create strong brand identities for consumer goods. Distant Village was awarded *Most Innovative Sustainable Program* by the Global Sourcing Council in 2011, and *Best Eco-CSR Program* by the Department of Trade and Industry of The Philippines in 2010.

Scaling Up Socially Responsible Businesses

Highly successful marketing consultant Jill Bamburg will share techniques for growing sustainable fair trade businesses within a rapidly evolving market. Ms. Bamburg is a co-founder of the Bainbridge Graduate Institute, where she has served in both faculty and administrative capacities since 2002, most recently as Dean of Academic Affairs. She has also served as a distinguished faculty member at Antioch University in Seattle. She is the author of *Getting to Scale: Growing Your Business without Selling Out* (Berrett-Koehler, 2006).

Presented by
Jill Bamburg, MBA



Building a Movement:

Learning from the “Buy Local” and “Sweatfree” Movements

Plenary Session Featuring:



Christine Hanna, director of the Seattle Good Business Network, will offer crossover lessons from working with the Buy Local movement.



Dick Meyer of Traditions Fair Trade, a longtime FTF member, will discuss the intersection of Fair Trade and the Sweatfree movement.

Bridging the divide: what can socially conscious businesses learn from each others' successes?

Conference Quick Links

- [Conference Homepage](#)
- [Join our Conference email list](#)
- [Registration](#)
- [Sponsorship & Exhibiting at the Fair Trade Expo](#)
- [Schedule](#)

Financial Management for Retailers
and
Inventory Control for Retailers

Presented By: Candi Horton Smucker has worked in retail management for 37 years, and has spent the past 23 years starting and growing fair trade stores across the US and Canada. For this work, Candi is one of 1000 women collectively nominated for the 2005 Nobel Peace Prize. Candi is co-owner of Baksheesh, a fair trade gift retailer with stores in Sonoma and St. Helena, California. In her work with fair trade she has visited artisan groups in Bangladesh, India, Nepal, Ghana, Guatemala, Ecuador, Peru, Bolivia and Chile.

