



## A Three Hour Workshop on Preventing and Preparing for the Worst

Today's farmers face more future-threatening risks than ever. Public outrage lies just beneath the surface, just waiting for the next sensational media report to collapse consumer and customer confidence.

Can anything be done to minimize this growing danger?

In this three hour workshop you will learn the **six most important steps** to preventing and responding to a crisis. You will learn what some of the most risk-prone industries have adopted as **best practices in crisis management** response. You'll learn how today's **media and social media operate** when bad things happen and how to **protect your future** using the latest digital communication channels.

Most importantly, you'll learn that while no amount of preparation can prevent bad things from happening, a few relatively simple measures can provide **peace of mind** knowing you and your team are ready.

**Product Recall. Retail Boycott.  
Fatality Accident. Labor Activism.  
Immigration Enforcement. Toxic Release.  
Environmental or Food Safety Protests.**

### About the presenter

*Gerald Baron is a widely recognized leader in crisis communications. He is the founder and former CEO of PIER Systems, the global leader in crisis communication technology. Crisis experience includes the Olympic Pipeline Disaster, Deepwater Horizon Oil Spill, Hurricane Katrina and the BP Texas City accident. He also assisted a northwest berry farm involved in union activism and presented at the Small Fruit Conference in Lynden. He has written crisis communication plans and for global energy firms, public utilities, large government agencies and private companies including the Department of Energy and National Nuclear Safety Administration. Current clients of Agincourt Strategies include food producers, global oil companies and the nation's largest public utility. He is the author of **Now Is Too Late2: Survival in an Era of Instant News**. He blogs for Emergency Management and at [crisisblogger.com](http://crisisblogger.com). Baron is a native of Whatcom County in northwest Washington state and operates from Bow, Washington and Palm Desert, California.*

### Crisis Management on the Farm Workshop

Date: Wednesday, April 22, 2015

Time: 9 am to Noon

Location: Rotary Bldg, NWW Fair, Lynden

Cost: \$95, \$55 for each add'l from farm (max 3)  
20% discount for attending both Workshops

Registration: (Seating is limited, register immediately)

[Click Here to Register Online](#)

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