



Great Lakes Fruit, Vegetable & Farm Market EXPO Michigan Greenhouse Growers EXPO

December 4-6, 2018

DeVos Place Convention Center, Grand Rapids, MI



11 Farm Marketing I: Keynote Session

Where: Ballroom A

Moderator: **Bob Tritten, Michigan State University Extension**

- 9:00 AM** **Better Self Management Makes for Better Business**
- Elnian Gilbert, ZingTrain
- 10:00 AM** **Michigan Agritourism: Inviting the Public onto Your Farm, Risks and Rewards**
- Janice Benson, Michigan Agritourism Association
 - Natalie Klackle, Michigan Agritourism Association
- 10:15 AM** **From the Orchard to Their Customers - Seaquist Orchards Does it All So Well**
- Kristen Seaquist, Seaquist Orchards
 - Laura Seaquist, Seaquist Orchards
- 11:00 AM** **Session Ends**

Outline: Seaquist Orchards Does It All So Well

Tuesday, December 4th – 10:15am

As soon as we learned our speaking title, we began to wonder what in the world we could discuss about our family business. What is it that we do and what do we do in general, let alone “well”? After sitting down with some large cups of coffee, we crafted a list of what we do at Seaquist Orchards Farm Market - the good, the bad, and all that is in between. With a nod to our past, we hope to share what we do now and how we hope to move into the future.

1. Location, motivation, creation

- a. Anders Seaquist and the need for freedom

- b. Survival and dairy moves to cherry

- c. Tourism is the key to the Door

2. Family time is all the time

- a. Working with family is a gift?

- b. The 3 C's and our attempts to foster them

3. Focusing on the farm market

- a. What really goes on between mid-May and the end of October?

- b. The face of things needed a face lift

- c. Troubleshooting our troubles away

Zingerman's®

creating a vision of greatness



Presented by Elnian Gilbert
for the Great Lakes Expo
December 4, 2018



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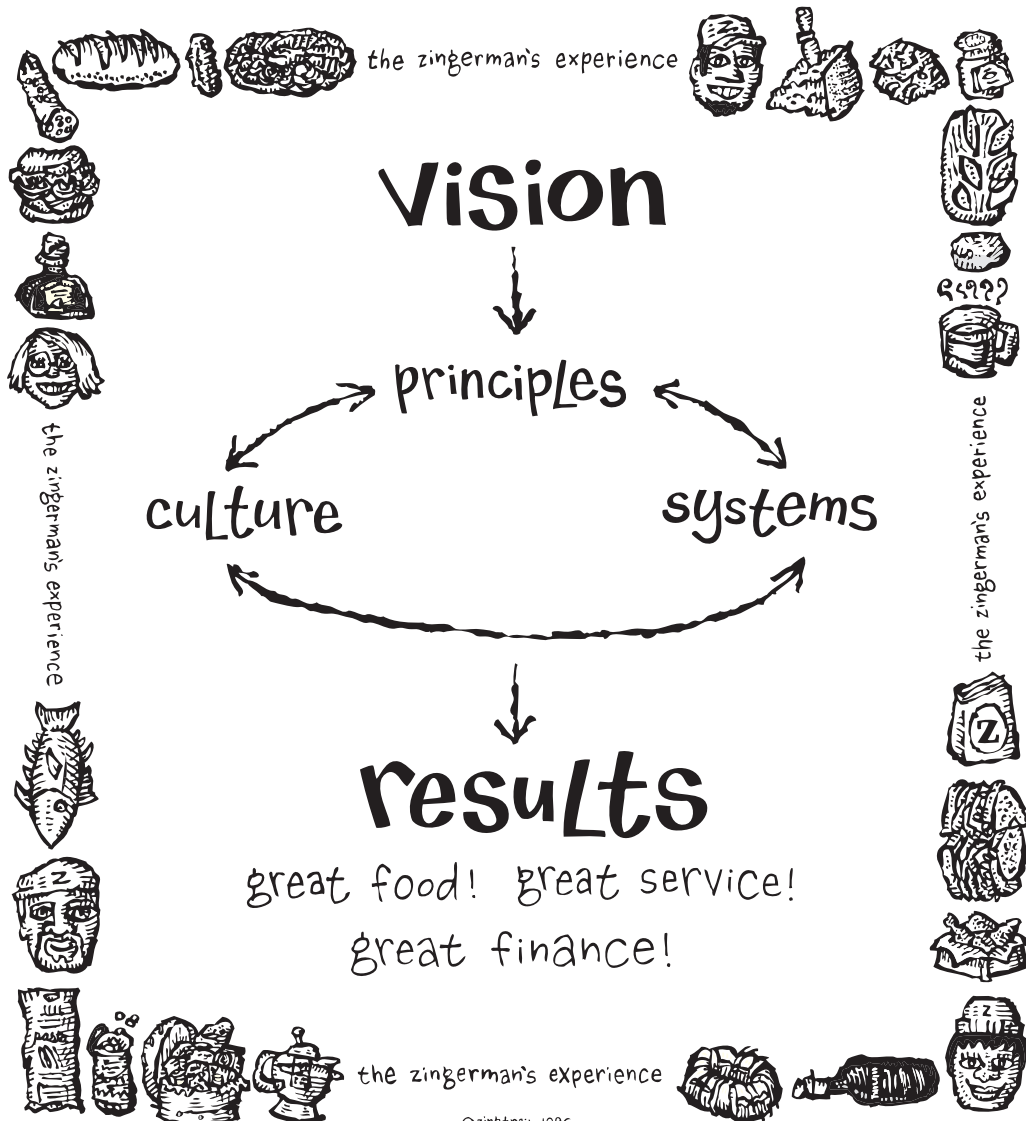
Zingerman's

mission statement

We share the Zingerman's Experience
Selling food that makes you happy
Giving service that makes you smile
In passionate pursuit of our mission
Showing love and care in all our actions
To enrich as many lives as we possibly can.

Zingerman's®

business perspective



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history of visioning



"The question is no longer, 'Can we change the world?', rather the question is now, 'What kind of world do we want?'" - John McHale

how Zingerman's defines vision

Elements of an Effective Vision:

- 1) Inspiring
- 2) Strategically sound
- 3) Documented
- 4) Communicated



a small giant in ann arbor: the Zingerman's story

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roadhouse

Zingerman's
COFFEE
COMPANY

ZINGERMAN'S
Cornman
farms est. 1834

MISS KIM

Zingerman's
FOOD TOURS

1982

- Unique delicatessen
- An exceptional corned beef sandwich
- Exceptional service
- Great place to work
- Down-to-earth (great food for everyone)
- Only one store

1994 → 2009

- 12-15 businesses in Ann Arbor
- Each Zingerman's, but each unique
- Passionate Managing Partners
- Better food, better service
- Opportunity
- Synergy

2007 → 2020

- Better tomorrow than today: changing our world
- Growing locally: 12-18 vibrant businesses
- Radically better food
- Radically better service
- Radically better finance
- Intentional technology
- Putting the FU back in fun
- Education destination
- Opportunity and responsibility for everyone

2018 → 2030



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4 Things a Vision is Not

≠ Mission Statement

≠ Strategic Plan

≠ Something you hire a consultant to write for you

≠ Used only at the top of the organization

What are visions for? _____

Who can write a vision? _____

"The best leaders operate in 4 dimensions: vision, reality, ethics, and courage." - Peter Koestenbaum

6 Insider Tips for a Great Vision

1. Include emotion

2. Write in present tense

3. Describe rich details

4. Build in a sensory component

5. Incorporate tangible outcomes

6. Acknowledge reality



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sample vision

WESTSIDE FARMER'S MARKET VISION

It's the longest day of the year; the sun is at its pinnacle of warmth and light. Throngs of people are milling around the Roadhouse parking lot on this Thursday afternoon, amazed and excited at the abundance of locally produced goods and services ranging from several gorgeous varieties of tomatoes to handmade soap and artisan crafts, to herbs and plants, plus a very strong synergy of Zingerman's items—cheese from the Creamery, breads from the Bakehouse, and the ever-energetic Roadshow crew caffeinating all the vendors and customers. Every vendor is selling the best of what there is to offer, growing or producing themselves what they sell. There's a tangible truth patrons have come to trust—that all these products have a story and none of them traveled very far to get here. Tents and awnings cover the stalls, creating a colorful and festive mood. There are 15–20 vendors at the Market, so it's accessible and maintains variety but remains magnetic and welcoming.

The WSFM [West Side Farmer's Market] continues to provide our customers with the best products available and serves as a catalyst for community development by offering an educational component and a local music scene. We have space reserved for weekly scheduled acts, including local musicians, demonstrations, and educational activities. Several people recognize the Roadhouse Chefs selecting vegetables from the Market's vendors for the weekend's menus at the Roadhouse. The market is a family event, where parents bring their children after school and meet to shop for fresh produce. After shopping, families enjoy a snack from the Roadshow at our picnic tables. Guests are thrilled with the produce, the chance to visit with neighbors, and best of all, connect with the farmers who actually grow their food.

This year, the WSFM planning committee is helping to generate interest and support throughout the area business community for the Market. Local businesses hang posters or hand out flyers about the Market and participate in promotions that encourage their customers to visit the Market. These companies recognize the potential for the Market to draw additional patrons to the area and increase business throughout the Westside. These developing relationships with area businesses and the Westside neighborhood at large are enabling the WSFM to become a more self-sustaining entity. While Zingerman's remains an active and essential supporter of the Market, the WSFM is a self-sustaining entity.

The WSFM planning committee operates under an inspiring mission statement and is taking steps toward making the WSFM a fiscally independent operation. Our market manager is working closely with the Zingerman's liaison to ensure organization and success, from honing job descriptions to developing and proposing paid WSFM positions. We have a great group of vendors working together who are already excited to build on these successes for next year. Visions and action steps are laid out for the coming years at our annual WSFM debrief.



Vision of success for today

Purpose: To practice writing a vision.

agenda: 1. Think about what you have going on for the rest of the day today, including the remainder of the sessions you have coming up.

2. What would success look like for you, this evening, if you had a fantastic day?

3. On the next page, write a short vision of a successful rest of your day, starting with:

"It is the end of the day on Tuesday, December 4, 2018, and I'm pleased with the way today turned out."

Include what is going on that gives evidence of this success? How do you feel? What did you learn? Connections made?

Limit: _____ minutes

"Inspiration does not come like a bolt nor is it kinetic energy striving, but it comes to us slowly and quietly and all the time." - Brenda Ueland

vision draft

vision challenge



I want to hear how your vision turned out!

The first 5 people to email egilbert@zingermans.com at the end of the day today (after 8 pm) to let me know how it went will get a Visioning pamphlet of your choice!

How did it go? Did your day change at all because of the vision? Or did it change how you approached your day?

Please include your name so I can follow up with you!

what is *Zing* TRAIN?



ZingTrain was founded in 1994 to share Zingerman's unique and uniquely successful approach to business.

Our training covers a variety of topics including customer service, marketing, leadership, training, visioning, open book management, and more!

We offer:

- Public 2-day seminars and 4-hour workshops
- Private training at our location or yours
- Implementation support and Vision Facilitation
- Books and Training DVDs
- Keynotes

ZingTrain shares the tools, techniques and philosophies that are honed by constant use and improvement in Zingerman's businesses, each and every day.

Amongst the praise we frequently hear from our clients is that our approach and systems are applicable to businesses of varying industries, organizational structures and size – and that they love how committed we are to their success!

"The ZingTrain work was just the absolute perfect message at the perfect time. Every single person in the group was impacted by it. It's changing the way our entire team is working." - Rick Bayless, Frontera Grill

If you're intrigued by and interested in learning more about this topic . . .	Then sign up for this seminar:
Open Book Management, huddles/meetings, Scoreboards, key numbers	Open Book Management
Staff training, establishing clear expectations, training passports, Zingerman's Training Compact	Bottom-Line Training
Visioning, creating a long-term vision for your organization - and/or for yourself.	Creating a Vision of Greatness
Customer service, handling complaints, engaging staff, measuring service, a consistent service experience	The Art of Giving Great Service
Living the life you want to lead, the ability to manage and modify your impact as a leader.	Managing Ourselves
HR systems, balancing culture and compliance, interviewing and hiring, giving feedback, performance reviews	Working with Zing!
Servant Leadership, effective organizational change, energy management	Leading with Zing!
Zingerman's 12 Natural Laws of Business including leadership and how beliefs impact business	The Zingerman's Experience

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