

# **Soil Health Academy – Seven Sons Farm**

**November 3-5, 2020**

## **School Location**

**Joseph Decuis**

**6755 E 900 South**

**Columbia City, IN 46725**

### **Tuesday, November 3, 2020**

8:00 AM Registration  
8:30 AM Welcome and Introductions – Dr. Allen Williams  
9:30 AM Stacked Enterprise Case Studies – Allen  
10:30 AM Break  
10:50 AM The Six Principles In A Stacked Enterprise System – Gabe Brown  
12:00 Lunch  
12:45 PM Travel to Seven Sons Farm  
1:00 PM Welcome – Lee Hitzfield – Host  
1:10 PM Overview of Farm – Blake Hitzfield  
2:30 PM Break  
3:00 PM Tour Seven Sons Stacked Enterprise System – Blake Hitzfield  
5:00 PM Adjourn

### **Wednesday, November 4, 2020**

8:00 AM Questions and Answers – All Instructors  
8:30 AM Processing, Packaging and Storage – Allen  
10:00 AM Break  
10:30 AM Carcass Cutouts and Costs – Gabe  
12:00 AM Lunch  
12:45 PM Direct Marketing:  
1. How to Acquire New Customers – Brooks Hitzfield  
2. Converting New Customers to Lifetime Buyers – Blaine Hitzfield  
3. How to Ship Perishable Foods – Brooks  
3:00 PM Travel to Seven Sons Farm  
3:30 PM Tour Seven Sons Facility – Brooks Hitzfield  
5:00 PM Adjourn

### **Thursday November 5, 2020**

8:00 AM Questions and Answers – All Instructors  
8:30 AM Who Are Our Customers and Marketing Strategies – Shane New and Allen Williams  
10:00 AM Break  
10:30 AM The Soil Health: Human Health Connection – Allen  
12:00 Lunch  
1:00 PM Building a Family Business – Blaine  
2:30 PM Break  
3:00 PM Turning It Into An Opportunity – All Instructors  
5:00 PM Adjourn

**Seven Sons Farms**  
**15718 Aboite Road**  
**Roanoke IN 46783**